

2 COPIES X-H

NBC TELEVISION NETWORK



NEWS

August 3, 1959

ADVENTURES OF 'RICHARD DIAMOND, PRIVATE DETECTIVE'  
TO BE MONDAY NIGHT FEATURE ON NBC-TV NETWORK

"Richard Diamond, Private Detective," popular half-hour filmed detective-adventure series starring David Janssen in the title role, will be presented on the NBC-TV Network Mondays (7:30-8 p.m. NYT) starting Oct. 5, it was announced today by David Levy, Vice President, NBC Television Programs and Talent.

Janssen has portrayed Diamond since the series started on CBS-TV in 1957. He was personally selected from among more than 50 candidates for the role by Dick Powell, who created the part on the NBC Radio Network April 24, 1949.

The all-new episodes of the NBC-TV series will continue the exploits of the suave and debonair private eye, who blends romance with the solution of cases brought to him by his professional clients. "Sam," the sultry-voiced telephone-answering-service girl, also will continue in the new fast-moving adventures involving crime, clever detective work and tense courtroom drama.

"Richard Diamond, Private Detective" will be produced by Vincent M. Fennelly for Four Star Films Inc. It will be directed by various outstanding free-lancers, including Don McDougall and Tom Carr,

(more)



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[https://archive.org/details/nbctradererelease1959nati\\_6](https://archive.org/details/nbctradererelease1959nati_6)

2 - 'Richard Diamond, Private Detective'

and written by Ed Adamson, John Robinson and other top writers. Pete Rugolo, noted jazz composer-arranger, will write original scores for the theme music.

The signing of the series was negotiated with NBC-TV by Thomas J. McDermott, Executive Vice President in charge of Production for Four Star Films Inc., and Abby Greshler, Janssen's manager.

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NBC-New York, 8/3/59

THE UNIVERSITY OF CHICAGO

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NBC NEWS OFFERING RUSSIA'S KHRUSHCHEV "EQUAL TIME" TO ANSWER  
SPEECH MADE BY NIXON OVER MOSCOW TV AND SOVIET RADIO

NBC News is offering Soviet Premier Nikita S. Khrushchev "equal time" to answer the speech Vice President Richard M. Nixon made on the Moscow television network and a national radio hookup in the Soviet Union Aug. 1.

The exhibit of the Radio Corporation of America at the American National Exhibition in Moscow has been suggested as a possible origination point for sound and video taping. Use of the Soviet Union's own translator also has been suggested.

In an hour-long broadcast, half of it taken up with translation of his speech into Russian, Mr. Nixon told the Soviet people they would continue to live in "an era of fear, suspicion and tension" if Premier Khrushchev tried to promote communization of countries outside of the Soviet Union.

NBC-New York, 8/3/59





August 3, 1959

THE RCA 501--HIGH-SPEED ELECTRONIC DATA PROCESSING SYSTEM--  
WILL BE USED BY NBC NEWS ON PRESIDENTIAL ELECTION NIGHT  
OF 1960 FOR ANALYSIS AND PROJECTION OF TRENDS

The RCA 501, a new high-speed Electronic Data Processing System developed by the Radio Corporation of America, will be put to work analyzing returns and projecting trends in the NBC News coverage of the 1960 Presidential elections.

NBC News will be the first to use the new system on a nationwide network.

The 501, first of a new generation of computers, is described by RCA as the "world's most modern data processing equipment." As the first fully transistorized system designed primarily for business usage, it has already received wide acceptance in business, industry, and governmental agencies.

Election returns will be fed from NBC News' Election Central at 30 Rockefeller Plaza to the RCA 501 Service Center now being installed in the Wall Street area of New York. The primary purpose of this installation is to serve the business firms in the heart of the New York financial district. Here the computer system on election night will analyze the voting of farm, labor and other blocs and project the outcome of the balloting. Its findings will be broadcast

(more)





## 2 - Electronic Data Processing

by an NBC News commentator who will be stationed at the center and will be linked with the NBC Television and NBC Radio Networks.

In much the same manner as it will be employed to analyze the business information provided by client firms, the 501 System will analyze returns more swiftly and more accurately than has been possible in any previous election.

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NBC-New York, 8/3/59





GEORGE SCHAEFER TO PRODUCE AND DIRECT NINE SPECIALS  
FOR THE NBC TELEVISION NETWORK NEXT SEASON

- - -

Compass Productions' Head to Do 3 Shows Besides Hallmark Series

George Schaefer, president of Compass Productions, Inc., will produce and direct a total of nine specials on the NBC-TV Network next season, including the six for the Hallmark series, it was announced today by David Levy, Vice President, NBC Television Programs and Talent.

Schaefer, who had already been assigned to produce and direct the six 90-minute "Hall of Fame" specials for Hallmark, has been assigned to an additional three specials. He will utilize the talents of his entire staff at Compass Productions for all nine programs.

Several important properties for the additional three programs are under consideration at present and are tentatively scheduled to be telecast in color.

The six Hallmark specials already in preparation by Schaefer for NBC-TV next season include "Winterset," which will open the series on Oct. 26; Ibsen's "A Doll's House," to be telecast Nov. 15 starring Julie Harris; a Christmas show on Dec. 13 and an untitled February show. Already produced on video tape this Summer for airing next May is Shakespeare's "The Tempest." The sixth, "Cradle Song," which was presented by Hallmark last season, will be repeated in a new production next season.

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NBC--New York, 8/3/59



COLORCAST



NBC TELEVISION NETWORK

NEWS

August 3, 1959

LANA TURNER TO CO-STAR ON 'THE MILTON BERLE SPECIAL'

- - -

Will Appear With Berle and Danny Thomas on NBC-TV Sunday, Oct. 11

Lana Turner, an infrequent television performer, has been signed to co-star with Milton Berle and Danny Thomas on "The Milton Berle Special" colorcast to be presented on the NBC-TV Network "Sunday Showcase" Sunday, Oct. 11 (8-9 p.m. EDT). Miss Turner will be spotlighted in songs, dances and comedy with Berle and Thomas.

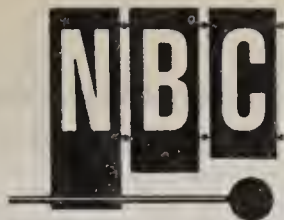
As previously announced, the full-hour colorcast is the first of two special Berle shows in the "Sunday Showcase" time period to be sponsored by E. I. du Pont de Nemours and Company, Inc. Berle's second program will be presented Nov. 1 with Lucille Ball and Dezi Arnaz as guests.

Miss Turner, one of Hollywood's top glamor personalities, was a long-time television holdout until her first major TV appearance on the NBC-TV "Bob Hope Chevy Show" March 10, 1957. Before that she had appeared briefly on a few special shows. Since her Hope debut, Miss Turner's only other NBC appearances have been as an "Oscar" trophy presenter on the annual award show March 26, 1958, and as a guest star on the "Dinah Shore Chevy Show" last April 19.

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August 3, 1959

MIDDLEWEIGHT CHAMPIONSHIP FIGHT

- - -

'Cavalcade of Sports' to Cover Basilio-Fullmer Title Bout  
on NBC-TV and Radio Networks Aug. 28

The middleweight championship bout between former title-holders Carmen Basilio and Gene Fullmer on Friday, Aug. 28 will be covered by the NBC-TV and NBC Radio Networks (10 p.m. EDT) as a "Gillette Cavalcade of Sports" feature.

The 15-round match will take place at the San Francisco Cow Palace. The telecast will be blacked out in the San Francisco area.

Winner of the fight will be recognized as world middleweight champion by the National Boxing Association. The NBA stripped Sugar Ray Robinson of the middleweight crown for failing to defend his title.

The middleweight championship has bounced around between the three fighters during the past few years. Fullmer scored a decision over Robinson to win the title in January, 1957, then was kayoed in the return bout four months later. In September, 1957, Basilio became champion with a split-decision over Robinson, who regained the crown by a split verdict in March, 1958. That was the most recent middleweight championship fight.

Basilio, 32 years old, is from Chittenango, N. Y., and Fullmer, 28, from West Jordan, Utah.

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THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

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August 4, 1959

NBC NETWORK CHARTS NEW TV COURSE FOR 'MOST EXCITING' YEAR WITH  
RECORD TOTAL OF SPECIALS, NOTABLE INCREASE IN NEW  
NIGHTTIME PROGRAMMING AND WIDE DIVERSITY OF SHOWS

- - -

New Programs Offer Live Drama, Variety, Opera, Education,  
News-Public Affairs, Sports, Comedy and Adventure

More than 200 specials, the most sweeping array in network history, and 50% new nighttime programming -- ranging from live drama to variety, opera, education, news-public affairs, sports, comedy and adventure -- will highlight NBC-TV's program schedule during the 1959-60 season.

Plans for the upcoming year were announced at a press conference today by Walter D. Scott, Executive Vice President, NBC Television Network.

Breaking through the traditional concept of scheduling specials only at irregular periods through the week, NBC-TV will chart a new television course by presenting three widely-diversified series of specials -- each in a fixed weekly time slot. These Tuesday, Friday, and Sunday specials, alone, total more hours of special programming than any network has ever presented.

(more)



## 2 - NBC Charts New TV Course

Further contributing to NBC-TV's position as "the home of specials" will be some 35 additional specials presented in preempted peak viewing time; the most extensive sports schedule ever presented on television; a score of NBC Public Affairs specials; a minimum of five daytime specials; and a year-'round series of fast-breaking news specials produced by the world's largest and most comprehensive news organization -- the staff of NBC News. The news, public affairs and sports presentations will bring the NBC-TV total far in excess of the basic 200 specials.

The 1959-60 outlook at NBC-TV:

100% increase in specials over last season's total, the previous industry high.

50% new nighttime schedule, with 12 new hours in the weekly 24-hour total.

Total investment by advertisers of \$57,000,000 in NBC-TV specials, a new record, and a 128% increase over last season's \$25,000,000 -- the previous record.

250 hours of color programming -- a 30% increase -- in the fourth quarter of 1959, an average of 18 hours per week.

At least 40 NBC News specials, including 16 prime-time specials now in preparation.

20 specials produced by the staff of NBC Public Affairs.

73 $\frac{1}{4}$  hours (82%) of live-tape programming in a typical Oct., 1959, week of 89 $\frac{1}{4}$  total scheduled hours.

(more)

Further coordination: to NBC-TV's position as "the home of  
specials" will be some 35 additional specials scheduled in the  
next viewing year; the next executive spots schedule was presented  
to television a record of NBC Radio's 1954-55 schedule a minute of  
the daytime specials; and a year-round schedule for the  
new specials provided by the world's largest and most  
new organization -- the staff of NBC News. The new profile of  
and other organizations will bring the NBC-TV total for in 1955  
of the basic 500 specials.

The 1955-56 outlook at NBC-TV  
1000 increase in specials over 1954  
season's total, the previous industry high  
50% new daytime schedule, with 15 per  
hours in the weekly 24-hour total.

Total investment by advertisers in  
\$57,000,000 in 1955-56 specials, a new record, and  
a 10% increase over last season's \$52,000,000 --  
the previous record.

250 hours of color programming -- a 30%  
increase -- in the fourth quarter of 1955, an  
average of 16 hours per week.

At least 40 NBC News specials, including  
10 prime-time specials now in production.  
25 specials produced by the staff of NBC

Public Affairs

1955 season (1955) of 1955-56  
programming in a typical week of 1955, week of 52  
total scheduled hours.  
(over)



### 3 - NBC Charts New TV Course

More than 450 hours of sportscasts, a 10% increase over the record total of the past year.

Four operas presented by the NBC Opera Company.

An optimistic business outlook indicated by latest figures showing July billings 20.3% ahead of 1958.

The greatest creative team ever assembled -- composed of producers, directors, writers, program development executives and casting specialists -- to work under the supervision of David Levy, Vice President, NBC Television Programs and Talent.

More than 100% increase in public affairs and educational programming, including a full-hour of "Continental Classroom" each weekday, with the new chemistry course in color.

The first full-hour weekly series filmed in color -- "Bonanza."

For the third year in succession, NBC-TV will provide the only network-originated educational television service on a nationwide basis.

"The new year on NBC-TV," said Mr. Scott, "shapes up as the most exciting in history. Our schedule -- liberally sprinkled with the most popular types of programming as well as with many innovations pioneered by our creative people -- exemplifies the course of the National Broadcasting Company for the future -- totality of service."

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NBC-New York, 8/4/59





NBC TELEVISION NETWORK



NEWS

August 4, 1959

MORE THAN 200 SPECIALS ON NBC-TV IN 1959-60 SEASON

- - -

Greatest Lineup Ever Scheduled by One Network Encompasses Broadest Aspects of Entertainment, News and Information Programming

Encompassing the broadest concepts of entertainment, news and information programming, the NBC Television Network will present more than 200 special programs during the 1959-60 season -- by far the greatest number ever scheduled by one network.

From NBC-TV's augmented schedule of public affairs and news programming to more than 150 special programs in virtually every type of entertainment, the network has assembled the industry's most extensive roster of specials.

Plans for the new season were outlined today by David Levy, Vice President, NBC Television Programs and Talent.

Many of the greatest names in the entertainment world already have been signed to appear in the wide range of programming that will comprise the NBC-TV specials next season. The roster includes Sir Laurence Olivier, Geraldine Page, Maurice Evans, Julie Harris, Ingrid Bergman, Sir Alec Guinness, Shirley Booth, James Stewart, Tony Curtis, George Burns, Frank Sinatra, Jason Robards Jr., Dean Martin, Ethel Merman, Victor Borge, Bob Hope, Jerry Lewis, Milton Berle, Jimmy Durante, Cyd Charisse, Art Carney, Jessica Tandy, Hume Cronyn,

(more)



## 2 - NBC-TV Network Specials

Thomas Mitchell, Judith Anderson, Richard Burton, Geraldine Fitzgerald, Lee Remick, Roddy McDowell, Jack Paar.

Accenting the emphasis on creativity running throughout NBC's entire production set-up for the 1959-60 season is the network's acquisition of many of TV's behind-the-camera "stars." Here again are names associated with some of television's most distinguished accomplishments -- Robert Alan Aurthur, Alex Segal, Delbert Mann, Hubbell Robinson, Dore Schary, John Frankenheimer, George Schaefer, Bud Yorkin, Robert Saudek, David Susskind, Alex March, Mildred Freed Alberg, Jess Oppenheimer, Robert Graff, Barry Wood, Robert Stevens and Jack Smight -- who will be producing and directing many of next season's specials.

Among the distinguished writers who will provide original television dramas on NBC-TV next season, as well as adaptations of some of the world's most distinguished dramas, are S. Lee Pogostin, Budd and Stuart Schulberg, Reginald Rose, Archibald MacLeish, James Costigan, Roger Hirson, David Shaw and many others.

Commenting on the over-all schedule of specials for 1959-60 season, Mr. Levy referred to the objectives of the NBC Television Network as being primarily "to offer the best in television, regardless of its form -- no matter what its source may be."

Mr. Levy described a special as "a half-hour, hour, 90-minute or two-hour show which has a distinctive quality making it, by its nature, different from week-to-week standard network entertainment fare."

Continuing, he said: "It is of lasting interest to us at NBC-TV to generate creative activity within NBC itself that will inspire new programs. Behind the vigorous new approach to quality

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### 3 - NBC-TV Network Specials

programming under way at NBC, which embarks television upon an exciting new era in special presentations, is our new Program Development Unit, seeking new concepts in programming and opening its doors to professional writers.

"During the 1959-60 season," he said, "the NBC-TV Network will seek new talent and challenge old talent to better things, both before the cameras and behind the cameras."

NBC has set aside three hours on three different nights every week for special programming. The "Sunday Showcase" series (8-9 p.m. NYT) will offer original dramas, musical and variety programs. The Ford series of 39 specials -- the most ambitious schedule ever presented under a single sponsorship -- is set for Tuesdays (9:30-10:30 p.m. NYT), and Fridays will also be highlighted by hour-long specials (8:30-9:30 p.m. NYT) encompassing broad areas of entertainment.

Supplementing these three areas, in television's most impressive line-up of special programs next season, the NBC-TV Network will schedule others throughout the entire week, utilizing every withholding period available, and averaging five specials each week throughout the 1959-60 season.

Further rounding out the schedule, the NBC News Department already has in preparation 16 special programs on topics ranging from a survey of problems currently facing the nation's schools to a special filmed report on Africa. Increasing emphasis in special programming by NBC News will be placed on the U. S. political scene throughout the year as the 1960 Presidential election campaign builds up. At least 40 news specials will be programmed -- most in peak viewing hours -- in 1959-60.

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## SPECIAL PROGRAMS 1959-60

(Times are P.M., NYT, except where A.M. is listed)

<u>Date</u>	<u>Day</u>	<u>Time</u>	<u>Program</u>	<u>Stars</u>	<u>Sponsor</u>
Aug. 3	Mon.	6:45-9:30	ALL STAR BASEBALL		Gillette
Aug. 16	Sun.	10:00-11:00	THE RANSOM OF RED CHIEF	Wm. Bendix Hans Conried Teddy Rooney	Rexall
Aug. 25	Tues.	8:00-9:00	NEWS SPECIAL "BACK TO SCHOOL"		Remington Rand
Sept. 11	Fri.	8:30-9:30	NBC CORRESPONDENTS NEWS PROJECTION SHOW		
Sept. 13	Sun.	8:00-9:00	NEWS SPECIAL "REPORT ON AFRICA"		
Sept. 18	Fri.	8:30-9:30	"AMERICA PAUSES IN SEPTEMBER"		Coca Cola
Sept. 20	Sun.	8:00-9:00	SUNDAY SHOWCASE "People Kill People Sometimes"	Jason Robards Jr. Geraldine Page George C. Scott	RCA $\frac{1}{2}$
Sept. 22	Tues.	9:00-10:30	A TOAST TO JEROME KERN		Brewers Fdn.
Sept. 25	Fri.	8:30-9:30	AN EVENING WITH JIMMY DURANTE	Jimmy Durante Gisele MacKenzie	Zerex $\frac{1}{2}$ Warner-Lambert $\frac{1}{2}$
Sept. 27	Sun.	8:00-9:00	SUNDAY SHOWCASE "What Makes Sammy Run?" (Part I)		
Sept. 29	Tues.	9:30-10:30	WORLD SERIES SPECIAL		Prestone
Oct. 2	Fri.	8:30-9:30	ART CARNEY (Variety)		AC/UMS
Oct. 4	Sun.	8:00-9:00	SUNDAY SHOWCASE "What Makes Sammy Run?" (Part II)		
Oct. 6	Tues.	9:30-10:30	FORD SPECIAL		Ford
Oct. 8	Thurs.	8:00-9:00	BOB HOPE SHOW		Buick
Oct. 9	Fri.	8:30-9:30	AT&T BELL TELEPHONE HOUR		AT&T

(more)



# 6 - NBC-TV Network Specials

<u>Date</u>	<u>Day</u>	<u>Time</u>	<u>Program</u>	<u>Stars</u>	<u>Sponsor</u>
Oct. 11	Sun.	8:00-9:00	MILTON BERLE SHOW	Danny Thomas Lana Turner	Zerex <sup>1</sup> / <sub>2</sub> Warner- Lambert <sup>1</sup> / <sub>2</sub>
Oct. 13	Tues.	9:30-10:30	FORD SPECIAL		Ford
Oct. 16	Fri.	8:30-9:30	TBA		
Oct. 16	Fri.	10:00-11:00	VICTOR BORGE		Pontiac
Oct. 18	Sun.	10:00-11:00	REXALL SPECIAL		REXALL
Oct. 18	Sun.	8:00-9:00	OUR AMERICAN HERITAGE "Divided We Stand"		Equitable
Oct. 20	Tues.	9:30-10:30	FORD SPECIAL		Ford
Oct. 23	Fri.	8:30-9:30	AT&T BELL TELEPHONE HOUR		AT&T
Oct. 25	Sun.	8:00-9:00	SUNDAY SHOWCASE		RCA
Oct. 26	Mon.	9:30-11:00	HALLMARK HALL OF FAME "Winterset"		Hallmark
Oct. 27	Tues.	9:30-10:30	FORD SPECIAL		Ford
Oct. 30	Fri.	8:00-9:30	"THE MOON AND SIXPENCE"	Sir Laurence Olivier Jessica Tandy Hume Cronyn Geraldine Fitzgerald	RCA <sup>1</sup> / <sub>2</sub>
Nov. 1	Sun.	8:00-9:00	MILTON BERLE SHOW		Zerex <sup>1</sup> / <sub>2</sub> Warner- Lambert <sup>1</sup> / <sub>2</sub>
Nov. 3	Tues.	9:30-10:30	FORD SPECIAL		Ford
Nov. 4	Wed.	9:00-10:00	ANOTHER EVENING WITH FRED ASTAIRE		Chrysler
Nov. 6	Fri.	8:30-9:30	AT&T BELL TELEPHONE HOUR		AT&T
Nov. 8	Sun.	8:00-9:00	SUNDAY SHOWCASE (George Schaefer)		RCA
Nov. 9	Mon.	8:30-9:30	BOB HOPE SHOW		Buick
Nov. 10	Tues.	9:30-10:30	FORD SPECIAL		Ford
Nov. 11	Wed.	10:00-11:00	VARIETY SHOW HOST: Louis Jourdan		Timex

(more)





# 7 - NBC-TV Network Specials

<u>Date</u>	<u>Day</u>	<u>Time</u>	<u>Program</u>	<u>Stars</u>	<u>Sponsor</u>
Nov. 13	Fri.	8:30-10:00	ART CARNEY SPECIAL (Drama)		AC/UMS
Nov. 15	Sun.	7:30-9:00	HALLMARK HALL OF FAME Doll's House	Julie Harris	Hallmark
Nov. 17	Tues.	9:30-10:30	FORD SPECIAL		Ford
Nov. 20	Fri.	8:30-9:30	AT&T BELL TELEPHONE HOUR		AT&T
Nov. 21	Sat.	8:30-9:30	PONTIAC SHOW	Mike Nichols Elaine May	Pontiac
Nov. 22	Sun.	8:00-9:00	OUR AMERICAN HERITAGE		Equitable
Nov. 24	Tues.	9:30-10:30	FORD SPECIAL		Ford
Nov. 26	Thurs.	11:00 a.m.- 12 noon	MACY'S THANKSGIVING DAY PARADE		Ideal Toys $\frac{1}{2}$ Lionel Trains $\frac{1}{2}$
Nov. 27	Fri.	8:30-9:30	"MIRACLE ON 34th STREET"		Westclox
Nov. 29	Sun.	8:00-9:00	NARAS RECORD AWARDS		Swiss Watch
Dec. 1	Tues.	9:30-10:30	FORD SPECIAL		Ford
Dec. 4	Fri.	8:30-9:30	ART CARNEY (Variety)		AC/UMS
Dec. 6	Sun.	6:00-7:00	BELL SCIENCE		AT&T
Dec. 6	Sun.	8:00-9:00	GIVE MY REGARDS TO BROADWAY	Jimmy Durante	Sheaffer
Dec. 7	Mon.	9:30-11:00	PHILADELPHIA STORY		Gen. Mills/ Westclox
Dec. 8	Tues.	9:30-10:30	FORD SPECIAL		Ford
Dec. 9	Wed.	7:30-8:30			Benrus
Dec. 10	Thurs.	8:00-9:00	GENE KELLY SHOW	Donald O'Connor Carol Lawrence	Pontiac
Dec. 11	Fri.	8:30-9:30	BOB HOPE SHOW		Buick
Dec. 13	Sun.	8:00-9:00	SUNDAY SHOWCASE		RCA $\frac{1}{2}$

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# 8 - NBC-TV Network Specials

<u>Date</u>	<u>Day</u>	<u>Time</u>	<u>Program</u>	<u>Stars</u>	<u>Sponsor</u>
Dec. 13	Sun.	5:00-6:30	HALLMARK HALL OF FAME Christmas Show		Hallmark
Dec. 15	Tues.	9:30-10:30	FORD SHOW		Ford
Dec. 18	Fri.	8:30-9:30	AT&T BELL TELEPHONE HOUR		AT&T
Dec. 20	Sun.	8:00-9:00	SUNDAY SHOWCASE		
Dec. 22	Tues.	9:30-10:30	FORD SPECIAL		Ford
Dec. 25	Fri.	8:30-9:30	NEWS SPECIAL		
Dec. 27	Sun.	8:00-9:00	NBC NEWS SPECIAL		
Jan. 1	Fri.	11:30 a.m.- 1:45 p.m.	TOURNAMENT OF ROSES PARADE		Minute Maid
Jan. 1	Fri.	8:30-9:30	AT&T BELL TELEPHONE HOUR		AT&T
Jan. 3	Sun.	8:00-9:00	SUNDAY SHOWCASE (Robert Saudek)		
Jan. 5	Tues	9:30-10:30	FORD SPECIAL		Ford
Jan. 8	Fri.	8:00-9:30	ART CARNEY (Drama) "Our Town"		AC Spark Plug & United Motors Service Divisions of General Motors.
Jan. 10	Sun.	8:00-9:00	REXALL SPECIAL		Rexall
Jan. 12	Tues.	9:30-10:30	FORD SPECIAL		Ford
Jan. 13	Wed.	9:00-10:00	BOB HOPE SHOW		Buick
Jan. 15	Fri.	8:30-9:30	AT&T BELL TELEPHONE HOUR		AT&T
Jan. 16	Sat.	8:30-9:30	JERRY LEWIS		Timex
Jan. 17	Sun.	10:30-11:30	BOWLING SPECIAL		Brunswick Balke- Collander
Jan. 17	Sun.	8:00-9:00	PROJECT 20		
Jan. 19	Tues.	9:30-10:30	FORD SPECIAL		Ford

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9 - NBC-TV Network Specials

<u>Date</u>	<u>Day</u>	<u>Time</u>	<u>Program</u>	<u>Stars</u>	<u>Sponsor</u>
Jan. 22	Fri.	8:30-9:30	PONTIAC SHOW		Pontiac
Jan. 24	Sun.	8:00-9:00	OUR AMERICAN HERITAGE		Equitable
Jan. 26	Tues.	9:30-10:30	FORD SPECIAL		Ford
Jan. 29	Fri.	8:30-9:30	AT&T BELL TELEPHONE HOUR		AT&T
Jan. 31	Sun.	8:00-9:00	SUNDAY SHOWCASE		
Feb. 2	Tues.	9:30-10:30	FORD SPECIAL		Ford
Feb. 3	Wed.	7:30-9:00	HALLMARK HALL OF FAME George Schaefer		Hallmark
Feb. 5	Fri.	8:00-9:30	ART CARNEY (drama)		AC Spark Plug & United Motors Service Divisions of General Motors
Feb. 7	Sun.	8:00-9:00	SUNDAY SHOWCASE (Alex Segal)		
Feb. 9	Tues.	9:30-10:30	FORD SPECIAL		Ford
Feb. 12	Fri.	8:30-9:30	AT&T BELL TELEPHONE HOUR		AT&T
Feb. 14	Sun.	8:00-9:00	REXALL SPECIAL		Rexall
Feb. 16	Tues.	9:30-10:30	FORD SPECIAL		Ford
Feb. 19	Fri.	8:30-9:30	JERRY LEWIS SHOW		
Feb. 21	Sun.	8:00-9:00	OUR AMERICAN HERITAGE		Equitable
Feb. 23	Tues.	9:30-10:30	FORD SPECIAL		Ford
Feb. 24	Wed.	10:00-11:00	PONTIAC SHOW		Pontiac
Feb. 26	Fri.	8:30-9:30	AT&T BELL TELEPHONE HOUR		AT&T
Feb. 28	Sun.	8:00-9:00	SUNDAY SHOWCASE		
Mar. 1	Tues.	9:30-10:30	FORD SPECIAL		Ford

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Station	Date	Time	Remarks	Observer
St. Louis	Jan. 28	8:15-9:30	Normal	W. H. C.
St. Louis	Jan. 29	8:15-9:30	Normal	W. H. C.
St. Louis	Jan. 30	8:15-9:30	Normal	W. H. C.
St. Louis	Jan. 31	8:15-9:30	Normal	W. H. C.
St. Louis	Feb. 1	8:15-9:30	Normal	W. H. C.
St. Louis	Feb. 2	8:15-9:30	Normal	W. H. C.
St. Louis	Feb. 3	8:15-9:30	Normal	W. H. C.
St. Louis	Feb. 4	8:15-9:30	Normal	W. H. C.
St. Louis	Feb. 5	8:15-9:30	Normal	W. H. C.
St. Louis	Feb. 6	8:15-9:30	Normal	W. H. C.
St. Louis	Feb. 7	8:15-9:30	Normal	W. H. C.
St. Louis	Feb. 8	8:15-9:30	Normal	W. H. C.
St. Louis	Feb. 9	8:15-9:30	Normal	W. H. C.
St. Louis	Feb. 10	8:15-9:30	Normal	W. H. C.
St. Louis	Feb. 11	8:15-9:30	Normal	W. H. C.
St. Louis	Feb. 12	8:15-9:30	Normal	W. H. C.
St. Louis	Feb. 13	8:15-9:30	Normal	W. H. C.
St. Louis	Feb. 14	8:15-9:30	Normal	W. H. C.
St. Louis	Feb. 15	8:15-9:30	Normal	W. H. C.
St. Louis	Feb. 16	8:15-9:30	Normal	W. H. C.
St. Louis	Feb. 17	8:15-9:30	Normal	W. H. C.
St. Louis	Feb. 18	8:15-9:30	Normal	W. H. C.
St. Louis	Feb. 19	8:15-9:30	Normal	W. H. C.
St. Louis	Feb. 20	8:15-9:30	Normal	W. H. C.
St. Louis	Feb. 21	8:15-9:30	Normal	W. H. C.
St. Louis	Feb. 22	8:15-9:30	Normal	W. H. C.
St. Louis	Feb. 23	8:15-9:30	Normal	W. H. C.
St. Louis	Feb. 24	8:15-9:30	Normal	W. H. C.
St. Louis	Feb. 25	8:15-9:30	Normal	W. H. C.
St. Louis	Feb. 26	8:15-9:30	Normal	W. H. C.
St. Louis	Feb. 27	8:15-9:30	Normal	W. H. C.
St. Louis	Feb. 28	8:15-9:30	Normal	W. H. C.
St. Louis	Feb. 29	8:15-9:30	Normal	W. H. C.



10 - NBC-TV Network Specials

<u>Date</u>	<u>Day</u>	<u>Time</u>	<u>Program</u>	<u>Stars</u>	<u>Sponsor</u>
Mar. 4	Fri.	8:30-9:30	ART CARNEY (Variety)		AC Spark Plug & United Motors Service Divisions of General Motors
Mar. 6	Sun.	8:00-9:00	SUNDAY SHOWCASE (Robert Saudek)		
Mar. 7	Mon.	8:30-9:30	BOB HOPE SHOW		Buick
Mar. 8	Tues.	9:30-10:30	FORD SPECIAL		Ford
Mar. 11	Fri.	8:30-9:30	AT&T BELL TELEPHONE HOUR		AT&T
Mar. 13	Sun.	8:00-9:00	REXALL SPECIAL		Rexall
Mar. 15	Tues.	9:30-10:30	FORD SPECIAL		Ford
Mar. 18	Fri.	8:30-9:30	PONTIAC SHOW (Gene Kelly)		Pontiac
Mar. 20	Sun.	6:00-7:00	BELL SCIENCE		AT&T
Mar. 20	Sun.	8:00-9:00	OUR AMERICAN HERITAGE		Equitable
Mar. 22	Tues.	9:30-10:30	FORD SPECIAL		Ford
Mar. 25	Fri.	8:30-9:30	PROJECT 20		
Mar. 27	Sun.	8:00-9:00	SUNDAY SHOWCASE (John Frankenheimer)		
Mar. 29	Tues.	9:30-10:30	FORD SPECIAL		Ford
Apr. 1	Fri.	8:30-9:30	AT&T BELL TELEPHONE HOUR		AT&T
Apr. 3	Sun	8:00-9:00	PROJECT 20 "The Secret of Freedom"	Tony Randall Thomas Mitchell Kim Hunter	
Apr. 5	Tues.	9:30-10:30	FORD SPECIAL		Ford
Apr. 8	Fri.	8:30-10:00	ART CARNEY (drama)		AC Spark Plug & United Motors Service Divisions of General Motors

(more)



11 - NBC-TV Network Specials

<u>Date</u>	<u>Day</u>	<u>Time</u>	<u>Program</u>	<u>Stars</u>	<u>Sponsor</u>
Apr. 10	Sun.	6:30-8:00	HALLMARK HALL OF FAME (George Schaefer)		Hallmark
Apr. 10	Sun.	8:00-9:00	OUR AMERICAN HERITAGE		Equitable
Apr. 12	Tues.	9:30-10:30	FORD SPECIAL		Ford
Apr. 15	Fri.	8:30-9:30	JERRY LEWIS SHOW		Timex
Apr. 16	Sat.	8:30-9:30	PONTIAC SHOW		Pontiac
Apr. 17	Sun.	8:00-9:00	AT&T BELL TELEPHONE HOUR		AT&T
Apr. 19	Tues.	9:30-10:30	FORD SPECIAL		Ford
Apr. 20	Wed.	9:00-10:00	BOB HOPE SHOW		Buick
Apr. 22	Fri.	8:30-9:30	NBC DRAMA		
Apr. 24	Sun.	8:00-9:00	REXALL SPECIAL		Rexall
Apr. 26	Tues.	9:30-10:30	FORD SPECIAL		Ford
Apr. 29	Fri.	8:30-9:30	AT&T BELL TELEPHONE HOUR		AT&T
May TBA		10:30- Conclusion	OSCAR AWARDS		Academy of Motion Picture Arts and Sciences
May 1	Sun.	8:00-9:00	SUNDAY SHOWCASE (George Schaefer)		
May 2	Mon.	9:30-11:00	HALLMARK HALL OF FAME "The Tempest"	Maurice Evans Richard Burton Roddy McDowall Tom Poston Lee Remick Liam Redmond	Hallmark
May 3	Tues.	9:30-10:30	FORD SPECIAL		Ford
May 6	Fri.	8:30-9:30	ART CARNEY (Variety)		AC/UMS
May 8	Sun.	8:00-9:00	SUNDAY SHOWCASE (Robert Saudek)		
May 10	Tues.	9:30-10:30	FORD SPECIAL		Ford

(more)





12 - NBC-TV Network Specials

<u>Date</u>	<u>Day</u>	<u>Time</u>	<u>Program</u>	<u>Stars</u>	<u>Sponsor</u>
May 12	Thurs.	10:00-11:30	EMMY AWARDS		Benrus $\frac{1}{2}$ P&G $\frac{1}{2}$
May 13	Fri.	10:00-11:00	GENE KELLY (repeat)		Pontiac
May 13	Fri.	8:30-9:30	NBC DRAMA		
May 15	Sun.	8:00-9:00	SPECIAL NEWS		
May 17	Tues.	9:30-10:30	FORD SPECIAL		Ford
May 20	Fri.	8:30-9:30	NBC DRAMA		
May 22	Sun.	8:00-9:00	SUNDAY SHOWCASE		
May 24	Tues.	9:30-10:30	FORD SPECIAL		Ford
May 27	Fri.	8:30-9:30	SPECIAL NEWS		
May 29	Sun.	8:00-9:00	SUNDAY SHOWCASE		
May 31	Tues.	9:30-10:30	FORD SPECIAL		Ford
June 3	Fri.	8:30-9:30	SUMMER ON ICE		Brewers Fdn.
June 5	Sun.	8:00-9:00	SUNDAY SHOWCASE (George Schaefer)		
June 7	Tues.	9:30-10:30	FORD SPECIAL		Ford
June 14	Tues.	9:30-10:30	FORD SPECIAL		Ford
June 21	Tues.	9:30-10:30	FORD SPECIAL		Ford
June 28	Tues.	9:30-10:30	FORD SPECIAL		Ford
Aug. 28	Sun.	10:00-11:00	REXALL SPECIAL		Rexall

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NBC-New York, 8/4/59



NBC TELEVISION NETWORK



NEWS

August 4, 1959

50% NEW NIGHTTIME SHOWS HIGHLIGHT NBC-TV NETWORK'S  
BALANCED SCHEDULE FOR 1959-60 SEASON

- - -

Lineup Offers 17 Program Categories Weekly;  
17 Shows Will Premiere in Fall

NBC-TV's balanced 1959-60 schedule will include 50% new nighttime shows and range through 17 program categories each week.

The schedule for the upcoming season was announced today by David Levy, Vice President, NBC Television Programs and Talent.

Seventeen shows, totaling 12 hours -- half the weekly nighttime schedule -- will premiere on NBC-TV this Fall.

These include:

Sunday -- "Riverboat," "Sunday Showcase."

Monday -- "Richard Diamond," "Love and Marriage."

Tuesday -- "Laramie," "Fibber McGee and Molly," "Ford  
Specials."

Wednesday -- "Wichita Town."

Thursday -- "Tales of the Plainsman," "Johnny Staccato,"  
"Bachelor Father."

Friday -- "Troubleshooters," "Friday Specials."

Saturday -- "Bonanza," "The Man and the Challenge," "The  
Deputy," "Five Fingers."

(more)





## 2 - NBC-TV 1959-60 Schedule

In a typical week this October, NBC-TV's programming -- day and night, weekdays and weekend -- will be classified as follows:

<u>TYPE OF PROGRAM</u>	<u>HOURS PER WEEK</u>	<u>SHARE OF TOTAL</u>
Sports	7	7.8%
News-Information	5 1/4	5.9%
Educational	5 1/2	6.2%
Children's	2	2.2%
Suspense Drama	2	2.2%
Miscellaneous	3 1/2	3.9%
General Drama	7 1/2	8.4%
Western	5 1/2	6.2%
Panel	8	9.0%
Musical Variety	2 1/4	2.5%
Situation Comedy	1 1/2	1.7%
Specials	4 1/2	5.0%
Action-Adventure	2 1/2	2.8%
Discussion	13 3/4	15.4%
Audience Participation	10 1/2	11.8%
General Variety	3	3.4%
Quiz	5	5.6%
	<hr/>	<hr/>
	89 1/4	100.0%

Of the 89 1/4 hours of network programming, 73 1/4 hours (82%) will be live or taped, 16 hours (18%) on film. Color programming will average more than 18 hours per week.

The complete 1959-60 nighttime schedule follows:

(more)



3 - NBC-TV 1959-60 Schedule

<u>TIME</u>	<u>PROGRAM</u>	<u>SPONSOR</u>	<u>STARTING DATE</u>
<u>Sunday</u>			
7:00-8:00	RIVERBOAT	Corn Products	9/13
8:00-9:00 (C)	SUNDAY SHOWCASE	Various	9/13
9:00-10:00 (C)	CHEVY SHOW	Chevrolet	10/4
10:00-10:30	LORETTA YOUNG	Toni & Philip Morris	9/20
<u>Monday</u>			
7:30-8:00	RICHARD DIAMOND		9/21
8:00-8:30	LOVE AND MARRIAGE	Noxzema	9/21
8:30-9:00	WELLS FARGO	American Tobacco & P&G	9/7
9:00-9:30	PETER GUNN	Bristol-Myers & R. J. Reynolds	9/21
9:30-10:00	ALCOA-GOODYEAR	Alcoa & Goodyear	9/28
10:00-11:00 (C)	STEVE ALLEN	Plymouth	9/28
<u>Tuesday</u>			
7:30-8:30	LARAMIE	L&M & Warner Lambert	9/15
8:30-9:00	FIBBER MCGEE & MOLLY	Singer & Standard Brands	9/15
9:00-9:30 (C)	ARTHUR MURRAY PARTY	P. Lorillard & Sterling Drug	9/29
9:30-10:30 (C)	FORD THEATRE	Ford	10/6
<u>Wednesday</u>			
7:30-8:30	WAGON TRAIN	Ford, National Biscuit & R. J. Reynolds	9/30
8:30-9:00 (C)	PRICE IS RIGHT	Lever & Spiedel	cont.
9:00-10:00 (C)	PERRY COMO	Kraft	9/30
10:00-10:30	THIS IS YOUR LIFE	P&G	9/30
10:30-11:00	WICHITA TOWN	P&G	9/30
(C) -- COLOR	(more)		





4 - NBC-TV 1959-60 Schedule

<u>TIME</u>	<u>PROGRAM</u>	<u>SPONSOR</u>	<u>STARTING DATE</u>
<u>Thursday</u>			
7:30-8:00	TALES OF THE PLAINSMAN		10/1
8:00-8:30	BAT MASTERSON	Sealtest	10/1
8:30-9:00	JOHNNY STACCATO	Bristol-Myers & R. J. Reynolds	9/10
9:00-9:30	BACHELOR FATHER	American Tobacco & Whitehall	9/17
9:30-10:00 (C)	TENNESSEE ERNIE	Ford	10/1
10:00-10:30	YOU BET YOUR LIFE	Lever & Pharmaceuticals	9/24
10:30-11:00	DOLLAR A SECOND	Mogen David	10/1
<u>Friday</u>			
7:30-8:00	PEOPLE ARE FUNNY	Greyhound	9/11
8:00-8:30	TROUBLESHOOTERS	Philip Morris	9/11
8:30-9:30 (C)	SPECIALS	Various	9/11
9:30-10:00	M-SQUAD	American Tobacco & Sterling Drug	9/11
10:00-10:45	CAVALCADE OF SPORTS	Gillette	Cont.
10:45-11:00	JACKPOT BOWLING	Bayuk	Cont.
<u>Saturday</u>			
7:30-8:30 (C)	BONANZA	L&M & RCA	9/12
8:30-9:00	MAN AND THE CHALLENGE	R. J. Reynolds & Chemstrand	9/12
9:00-9:30	THE DEPUTY	Kellogg	9/12
9:30-10:30	FIVE FINGERS	Warner-Lambert, Corning Glass & Midas	10/3
10:30-11:00	IT COULD BE YOU	Pharmaceuticals	9/5

(C) -- COLOR

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NBC-New York, 8/4/59



NBC TELEVISION NETWORK



NEWS

August 4, 1959

40 NBC NEWS SPECIALS ON MAJOR DOMESTIC AND INTERNATIONAL  
ISSUES ARE SCHEDULED FOR 1959-60 SEASON, MOST OF THEM  
PLANNED FOR PEAK NIGHTTIME AUDIENCE PERIODS

NBC News will present at least 40 special programs --  
ranging in subject from American education to African nationalism --  
on the NBC-TV Network during the coming season, it was announced  
today by William R. McAndrew, Vice President, NBC News.

The 40 programs, most of them to be telecast in nighttime  
periods, include a number of specials already under development,  
Mr. McAndrew said. The rest will be scheduled on a flexible basis to  
keep pace with events, issues and personalities in the news as it  
takes shape in the coming months.

"The 40 news specials are a continuation of NBC's policy to  
produce more and more special studies of important issues and to  
present them in peak audience time periods," Mr. McAndrew said.

"Many will be telecast in the Sunday, Tuesday and Friday night periods  
that are to be devoted to specials of all kinds and are expected to  
attract large nighttime audiences."

Mr. McAndrew pointed out that sponsors are showing increased  
interest in news and informational programming. Texaco Inc. recently  
bought full sponsorship of NBC News' "Texaco Huntley-Brinkley Report,"

(more)





## 2 - NBC News Specials

telecast Monday-through-Friday evenings. The Kemper Insurance Company will sponsor "Chet Huntley Reporting" on alternate Sundays starting in the Fall.

Many of the special programs being planned for the new season are being surveyed under the NBC News Development Fund, created recently to permit research and development of new program ideas, Mr. McAndrew said.

The projected specials include programs on taxes, divorce, American enterprise overseas, jazz, Spain, foreign aid, one or more programs on Latin America and the Caribbean area, several programs looking forward to the 1960 primaries, national conventions and elections, and at least one overseas "essay" by David Brinkley, similar in tone to his widely-acclaimed "Our Man in the Mediterranean."

Other subjects to be covered by the specials include Louisiana politics, the Philadelphia Mayoralty election, the British elections, and the situation in two nations on the periphery of the Soviet empire where the American and Russian aid and propaganda programs come into close contact.

Seven NBC News specials, some already scheduled and all well along in development, are:

"Back to School" 8-9 p.m. EDT, Tuesday, Aug. 25 -- a cross-country survey of curriculum changes, teacher shortages, overcrowding, integration and other educational problems. Produced by Reuven Frank, with David Brinkley as anchor man. Sponsored by the typewriter division of Remington-Rand.

(more)

release Monday-through-Friday evenings. The program continues to be  
will continue "Chatting with" on alternate days starting in  
the fall.

Many of the special programs being planned for the fall  
season are being developed under the NBC News Development Fund, devoted  
entirely to period research and development of new program ideas.  
Mr. Robinson said.

The projected specials include programs on Texas, Virginia,  
American agriculture overseas, Texas, Georgia, Florida, and on more  
programs on Latin America and the Caribbean area, several programs  
looking forward to the 1950 primaries, national conventions and  
elections, and at least one overseas "chat" by David Brinkley.  
Similar in tone to his widely-remembered "Open House in the White House,"  
Other subjects to be covered by the specials include  
Louisiana politics, the Philadelphia municipal election, the British  
elections, and the election in two nations on the periphery of the  
United States with the American and Russian aid and programs  
programs come into close contact.

Seven NBC News Specials, some already scheduled and all well  
along in development, are:

- "Back to School" 5-9 p.m. SAT, Sunday, Aug. 25 --  
A cross-country survey of educational changes, teachers  
stages, overhauling, integration and other educational  
problems. Produced by Robert Brinkley, with David Brinkley as  
anchor man. Sponsored by the Educational Division of  
Washington.

Vice President Richard M. Nixon comments on his Moscow visit in a half-hour special to be presented in prime evening time after his return to the U. S. Nixon will narrate film of his trip and be interviewed by Ray Scherer, who is accompanying him on his trip.

"The Last Quarter," 8:30-9:30 p.m. EDT, Friday, Sept. 11 -- a look at major world issues as they are likely to shape events in the last three months of 1959. Participants: NBC News correspondents Joseph C. Harsh (London), Edwin Newman (Paris), Irving R. Levine (Rome), John Rich (Berlin), Ray Scherer (Washington) and Robert McCormick (Washington).

Two one-hour programs on "Africa: Its New Nationalism" for presentation in prime evening time this Fall. Chet Huntley and an NBC News crew already have visited Kenya, Tanganyika and Northern and Southern Rhodesia to investigate the emerging nationalism in those countries.

"The Best of '59," a look at the news stories of 1959, great and small, through the lenses of NBC News' prize-winning cameramen. This pictorial history of the year will be culled by NBC News editors from hundreds of thousands of feet of film shot on every continent.

"Projection '60," a year-end, nighttime special looking toward major developments to be expected in 1960. NBC News correspondents from national and foreign bureaus will take part in a roundtable discussion of world trends as they appear at the end of this year and the direction they may take in the months ahead.

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NBC-New York, 8/4/59



Vice President Richard M. Nixon connected to his  
Honor visit is a half-hour special to be broadcast in prime  
evening time after his return to the U. S. Nixon will discuss  
film of his trip and be interviewed by Jay Byrnes, who is  
accompanying him to the trip.

"The Last Great Day," 8:30-9:30 p.m. EDT, Monday,  
Sept. 11 -- A look at major world leaders as they are likely  
to share events in the last three months of 1959. Panelists:  
panel: ABC News correspondents Joseph P. Kamp (London),  
Edwin Newman (Paris), Irving L. Levine (Rome), John King  
(Berlin), Ray Roberts (Washington) and Robert McNamara  
(Washington).

The end-of-the-year program on "Africa: The New  
Nationalism" for presentation in prime evening time this Fall.  
Chief Analyst and on ABC News crew already have visited Kenya,  
Tanzania and Northern Rhodesia to investigate  
the emerging nationalism in those countries.

"The Best of '59," a look at the year started at  
1959, great and small, through the lenses of the year's most  
winning argument. This historical history of the year will  
be edited by ABC News editors from hundreds of thousands of  
feet of film shot on every continent.

"Projected '60," a year-end, nighttime special  
looking toward major developments to be expected in 1960. ABC  
News correspondents from national and foreign bureaus will  
take part in a roundtable discussion of world events as they  
appear at the end of this year and the transition they may have  
in the months ahead.



NBC TELEVISION NETWORK



NEWS

August 4, 1959

TV'S HIGH POTENTIAL AS AGENCY OF ENLIGHTENMENT FOR ALL U.S.  
WILL BE ACCORDED TOP PRIORITY BY NBC DURING 1959-60 SEASON

- - -

Increase of Public Affairs and Educational Programs Outlined

Intensive development of television's high potential as an agency of enlightenment for the whole nation will be accorded top priority by NBC during 1959-60.

The new season will bring (1) more than 20 60-to-90 minute public affairs specials, (2) the first educational television course to be shown in color, (3) an increase of more than 100 percent in NBC-TV hours devoted to public affairs and education programs, (4) a third edition of the newsmaking "Briefing Session" series as part of the continuing Educational Television Project, and -- in view of the almost incredible speed of Soviet advance on some scientific fronts -- (5) concentration in the "deficit area" of science.

Major new ventures in science will be a two-semester college-level course in Modern Chemistry that will dramatically realize the full potential of color in education-by-television and a weekly series to be produced in cooperation with a leading institution of higher learning and regularly featuring its leading scientists.

(more)



## 2 - Public Affairs and Education

Edward Stanley, NBC Director of Public Affairs, today predicted a growth curve steeper than any yet known in TV public affairs and educational programming, outstripping the network's effort last season when "Continental Classroom" brought the first real breakthrough in meaningful educational TV on a national level.

Mr. Stanley also pointed out that "genuinely creative" religious programming in partnership with the nation's three major faith groups will be prominent on the network's schedule.

Twenty full-hour or hour-and-a-half specials are now in the making under supervision of George A. Heinemann, manager of the NBC Public Affairs and Education Department.

Subjects being developed include alcoholism, agriculture, architecture, suburban life, U. S. high schools, youth, old age, desegregation, group prejudice, foreign policy, civil defense, International Geophysical Year, and emergent groups in Asia and Africa.

A two-semester college-level course in Modern Chemistry will be telecast in color from Sept. 28 through May 27 (Monday to Friday, 6:30-7 a.m. local time) as part of the network's expanded "Continental Classroom."

Color-taping of the 160 lessons in the lecture-demonstration course will start Aug. 31 in NBC's New York Studios. Dr. John W. Baxter, who will teach the course, will be on leave during 1959-60 from his post as professor of chemistry at the University of Florida. Nobel Prize-winning chemists and other outstanding scientists have already accepted his invitation to appear as guest lecturers.

Chemistry was selected as the new "Continental Classroom" offering because of the critical shortage of teachers in this field.

(more)





### 3 - Public Affairs and Education

The American Chemical Society and the American Association of Colleges for Teacher Education will be NBC's co-partners in presenting the course. The Ford Foundation and 10 major corporations will provide financial backing. Nearly 300 colleges and universities across the country will offer the TV course for credit.

Atomic Age Physics, the two-semester college-level course which launched "Continental Classroom" last season, will be repeated during 1959-60 by TV tape recordings and kinescopes in the half-hour time-period just before Modern Chemistry.

The NBC Educational Television Project, which two years ago brought into being the first live programming ever to be produced expressly for educational TV stations on a nationwide basis, will be continued in 1959-60, again in partnership with the National Educational Television and Radio Center.

Hotly debated, unresolved domestic and foreign issues confronting Americans today will be explored in "Briefing Session," a Project series which will go into a third edition this Fall. It will be telecast to the nation's interconnected educational TV stations over NBC's regular network facilities on Tuesdays, from 10:30-11 p.m. EDT, starting Oct. 6. Prominent guests will present significant and divergent points of view each week. Areas to be explored in the 13-week series will range from radiation and fallout to integration.

Additional program series are now being developed for the Project, among them one dealing with mental health.

Comprehensive plans for "genuinely creative" religious programming on the NBC-TV Network for 1959-60 have been completed in partnership with the nation's three major faith groups. The principal

(more)



#### 4 - Public Affairs and Education

organizations cooperating with NBC in production of its regular Sunday TV religious programming will continue to be the National Council of Churches (Protestant and Eastern Orthodox), the National Council of Catholic Men, and the Jewish Theological Seminary of America. These groups join with NBC in production of "Frontiers of Faith," "The Catholic Hour," and "The Eternal Light," respectively, as well as of occasional specials.

Productions on the agenda of "The Catholic Hour" include the first presentation anywhere of the Catholic Mass in English. Scheduled for "Eternal Light" are two programs marking the 100th anniversary of the birth of Sholem Aleichem, the noted Yiddish writer, with discussions by Mark van Doren and Maurice Samuel and dramatic readings by groups of actors. Slated for "Frontiers of Faith" is a filmed report on Africa with Dr. Emery Ross.

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NBC-New York, 8/4/59

radioactive isotopes are used in the study of the structure and function of the body. The most common isotope used is  $^{131}\text{I}$  (iodine-131). This isotope is used to study the thyroid gland. The thyroid gland is a small gland in the neck that produces hormones. The hormones produced by the thyroid gland control the rate at which the body uses energy. The thyroid gland can be studied by giving a person a small amount of  $^{131}\text{I}$ . The  $^{131}\text{I}$  is taken up by the thyroid gland and emits gamma rays. These gamma rays can be detected by a special instrument called a gamma counter. The gamma counter measures the amount of gamma rays emitted by the thyroid gland. This measurement can be used to determine the size and function of the thyroid gland.

Another isotope used in the study of the body is  $^{14}\text{C}$  (carbon-14). This isotope is used to study the metabolism of the body. The metabolism of the body is the process by which the body converts food into energy. The metabolism of the body can be studied by giving a person a small amount of  $^{14}\text{C}$ . The  $^{14}\text{C}$  is taken up by the body and is used in the metabolism of the body. The  $^{14}\text{C}$  emits beta rays. These beta rays can be detected by a special instrument called a beta counter. The beta counter measures the amount of beta rays emitted by the body. This measurement can be used to determine the rate of metabolism of the body.

Radioactive Isotopes



NBC TELEVISION NETWORK



NEWS

August 4, 1959

RECORD TOTAL OF 450 HOURS OF SPORTSCASTS--COVERING TOP EVENTS  
IN EIGHT DIFFERENT SPORTS DURING 1959-60 SEASON--  
ARE LISTED BY NBC TELEVISION NETWORK

- - -

Schedule Includes More Than 50 Hours of Sports Colorcasts

More than 450 hours of sportscasts -- a record total -- will be coming up on the NBC Television Network during the 1959-60 season, according to NBC Sports Director Tom S. Gallery.

NBC's sports lineup -- 10 per cent higher than the previous peak year of 1958-59 and the most extensive ever offered by any network -- includes more than 50 hours of sports colorcasts, Mr. Gallery noted.

Other highlights of the schedule are:

Telecasts in eight different sports -- baseball, basketball, bowling, boxing, football, golf, horse-racing and tennis.

National championship events in seven of these sports.

A sportscast on NBC-TV every Saturday and Sunday afternoon throughout the year -- either

(more)



baseball, football or basketball, depending on the season -- with numerous double-headers (football-baseball, football-basketball, baseball-golf, baseball-tennis, basketball-horse racing, basketball-golf).

Boxing and bowling every Friday night during the year.

Addition of another football bowl game, increasing to eight NBC's post-season grid lineup.

Every season around the calendar promises exciting viewing for the sports fan. The special sportscasts during the current month are typical of the major sports events seen on NBC-TV.

Yesterday (Monday, Aug. 3) NBC-TV televised Baseball's second All-Star Game of 1959 from the Los Angeles Coliseum. On Friday, Aug. 28, "Gillette Cavalcade of Sports" will cover the middleweight championship fight between Carmen Basilio and Gene Fullmer. And on Saturday and Sunday, Aug. 29 and 30, NBC-TV will colorcast the doubles match (Aug. 29) and concluding singles matches (Aug. 30) of the Davis Cup Challenge Round, one of the blue-ribbon events of world tennis.

Tennis is one of three sports slated for color viewing in the coming months. The entire World Series will be colorcast unless some of the games are played in one of the few teams' parks where color origination is not possible. At least 11 football games will be in color, including the Louisiana State-Rice clash kicking off the NCAA "Game of the Week" schedule Sept. 19, the Michigan State-Notre

(more)

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### 3 - NBC Sports

Dame game Oct. 17, the 60th annual Army-Navy battle Nov. 28 and the New Year's Day Sugar Bowl classic, one of the eight post-season attractions.

Among the exciting double-headers on the schedule will be the California-Texas intersectional football game following NBC-TV's World Series telecast on Saturday, Oct. 3. The following day, the peak audience for any sportscast during 1959-60 is anticipated for the Sunday game of the World Series. An estimated 60 million viewers in 24 million homes are expected to tune in.

In addition to the World Series and Davis Cup coverage, NBC's roster of title events includes the National Football League Championship game, the National Singles Tennis Championships, the National Open Golf Championship, the National Invitation Basketball Tournament championship game and the World Invitational Bowling Championship.

Other 1959-60 sports TV features include the Rose Bowl, East-West Shrine, Blue-Gray, Senior Bowl and Pro Bowl post-season football contests, National Basketball Association playoff games, horse-racing from Hialeah and Monmouth, golf's Tournament of Champions in Las Vegas, Nev., and Friday night boxing bouts and "Phillies Jackpot Bowling."

A new addition to the schedule will be "World Championship Golf," a Sunday afternoon filmed series starting Oct. 11. The 32-week series will feature match play between some of the nation's top professional golfers.

(more)



#### 4 - NBC Sports

The list of NBC-TV sportscasts from August, 1959, through July, 1960, follows:

- |   |   |
|---|---|
| <u>Monday, Aug. 3</u>                                       | -- 27th All-Star Baseball Game at Los Angeles Coliseum.   |
| <u>Friday, Aug. 28</u>                                      | -- Middleweight championship bout between Carmen Basilio and Gene Fullmer on "Gillette Cavalcade of Sports."  |
| <u>Saturday, Aug. 29</u>                                    | -- Colorcast of Davis Cup Challenge Round doubles match at West Side Tennis Club in Forest Hills, N. Y.       |
| <u>Sunday, Aug. 30</u>                                      | -- Colorcast of Davis Cup Challenge Round concluding singles matches at Forest Hills.                         |
| <u>Saturday, Sept. 12</u><br>and<br><u>Sunday, Sept. 13</u> | -- Semi-final and final rounds of National Singles Tennis Championships at Forest Hills.                      |
| <u>Saturday, Sept. 19</u>                                   | -- Start of 10-date NCAA football "Game of the Week" series -- colorcast of LSU-Rice game at Baton Rouge, La. |
| <u>Friday, Sept. 25</u>                                     | -- "Gillette Cavalcade of Sports" starts 16th year of televising boxing bouts.                                |
| <u>Sunday, Sept. 27</u>                                     | -- Final telecast of 1959 "Major League Baseball" series.   |
| <u>Tuesday, Sept. 29</u>                                    | -- "World Series Special" -- full-hour all-star program on eve of 1959 World Series.                          |

(more)





5 - NBC Sports

- Wednesday, Sept. 30 -- First game of World Series in park of American League pennant-winner. Entire Series will be televised. All games will be colorcast unless originating in one of the few teams' parks where color origination is not possible.
- Sunday, Oct. 11 -- Start of "World Championship Golf," 32-week filmed series featuring match play between top professional golfers.
- Sunday, Oct. 11  
and  
Saturday, Oct. 17 -- Start of 49-game, weekend series of professional basketball telecasts. Oct. 11 will be Philadelphia Warriors vs. St. Louis Hawks exhibition game; Oct. 17 will be opening game of National Basketball Association regular season -- Boston Celtics vs. Cincinnati Royals.
- Thursday, Nov. 26 -- Thanksgiving Day football -- Duke vs. North Carolina at Durham, N. C.
- Saturday, Nov. 28 -- Colorcast of 60th annual Army-Navy football game at Philadelphia.
- Saturday, Dec. 5 -- Final telecast of 1959 collegiate football "Game of the Week" series -- colorcast of UCLA-Syracuse game at Los Angeles.
- Friday, Dec. 11 -- Final round of third annual World's Invitational Match-Game Bowling Championship Tournament in Chicago.

(more)

Wednesday, Dec. 30

-- Five more of World Series is held in  
American League baseball games. Series  
will be televised. All games will  
be televised unless originating in one of  
the few formal games where other  
series is not possible.

Thursday, Jan. 1

-- First of "World Championship Series" 32 years  
timed series featuring world high between  
top professional players.

Friday, Jan. 2  
Saturday, Jan. 3

-- First of 6 games, weekend series of  
professional baseball players. Out 12  
will be Philadelphia Phillies and St. Louis  
Browns exhibition game. Out 12 will be  
opening game of National Basketball  
Association regular season -- Boston  
Globe vs. Cincinnati Royals.

Sunday, Jan. 4

-- Opening day football -- Out 12, home  
game at Denver, N. C.

Monday, Jan. 5

-- Continued at 12th annual ring-bell football  
game at Philadelphia.

Tuesday, Jan. 6

-- Third round of 1951 college football  
"Game of the Week" series -- Out 12 at  
New-York as game at New York.

Friday, Jan. 11

-- Third round of third annual football  
professional basketball boxing competition  
also continued in Chicago.

6 - NBC Sports

- Saturday, Dec. 19 -- First Liberty Bowl Game at Municipal Stadium, Philadelphia.
- Saturday, Dec. 26 -- Colorcast of 22nd annual Blue-Gray all-star game at Cramton Bowl, Montgomery, Ala.
- Sunday, Dec. 27 -- National Football League Championship game, in park of Western Conference titleholder.
- Friday, Jan. 1 -- Colorcast of 26th annual Sugar Bowl Game at New Orleans, La.
- Friday, Jan. 1 -- 46th annual Rose Bowl Game at Pasadena, Calif.
- Saturday, Jan. 2 -- 34th annual East-West Shrine Game at Kezar Stadium, San Francisco, Calif.
- Saturday, Jan. 9 -- Colorcast of 11th annual Senior Bowl Game at Ladd Memorial Stadium, Mobile, Ala.
- Saturday, Jan. 16 -- Start of seven-week "Racing from Hialeah" series.
- Sunday, Jan. 17 -- Colorcast of 10th annual Pro Bowl clash between Eastern and Western stars of National Football League, at Los Angeles Coliseum.
- Saturdays, March 12 and 19 -- National Invitation Tournament at Madison Square Garden, New York. Early-round game on March 12, championship game on March 19.
- Saturdays and Sundays March 12, 13, 19, 20, 26, 27, April 2, 3 -- National Basketball Association playoff games.

(more)





7 - NBC Sports

Saturday, April 9  
and  
Sunday, April 10

-- Start of 50-game, weekend "Major League  
Baseball" telecasts.

Sunday, April 24

-- Eighth annual Tournament of Champions golf  
tourney at Desert Inn Country Club, Las  
Vegas, Nev.

Saturday, June 18

-- 60th annual National Open Golf Championship  
at Cherry Hills Country Club, Denver, Colo.

Tuesday, July 12  
(date tentative)

-- 28th All-Star Baseball Game at Municipal  
Stadium, Kansas City.

Saturday, July 23

-- Start of three-week "Racing from Monmouth"  
series.

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NBC-New York, 8/4/59



2 COPIES X-H

NBC TELEVISION NETWORK



NEWS

August 4, 1959

NIXON'S VISIT TO SOVIET UNION IS SUBJECT OF SPECIAL  
NBC NEWS TELECAST TUESDAY NIGHT, AUG. 11

Vice President Richard M. Nixon's visit to the Soviet Union and Poland will be the subject of a special half-hour NBC News program on the NBC-TV Network Tuesday, Aug. 11 (9-9:30 p.m. EDT).

The program, which will include live, taped and filmed segments, will show what Mr. Nixon saw and learned during his visit. There will be commentary by Mr. Nixon and NBC correspondent Ray Scherer, who covered the tour, and film footage made in Moscow, Siberia and Poland.

Mr. Nixon's stormy public argument with Soviet Premier Nikita S. Khrushchev, taped at the exhibit of the Radio Corporation of America at the American National Exhibition in Moscow, will be part of the program. The video tape of this exchange -- uncut, unedited and with a literal translation of Premier Khrushchev's words -- was presented on the NBC-TV Network July 25 and again, in a colorcast, July 26.

The Aug. 11 program will originate in Washington, D. C.

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NBC TELEVISION NETWORK



NEWS

August 4, 1959

PETER USTINOV TO WRITE AND STAR  
IN ROBERT SAUDEK-PRODUCED DRAMA  
ON NBC-TV'S "SUNDAY SHOWCASE"

Peter Ustinov will write and star in an original drama to be produced by Robert Saudek on the NBC Television Network's "Sunday Showcase" during the 1959-60 season.

The announcement was made by David Levy, Vice President, NBC Television Programs and Talent, at a press conference today.

Full details of the Ustinov-Saudek presentation will be announced later.





August 4, 1959

"HOWDY DOODY SHOW" ANNOUNCES START OF 25TH ANNUAL  
CHILDREN'S NATIONAL PHOTOGRAPHIC CONTEST

The NBC-TV Network's "Howdy Doody Show" has announced the start of the 25th Annual Children's National Photograph Contest, with more than 200 cash prizes totaling \$10,000 going to the winners.

In addition to the cash awards, the 12 top winners will be brought to New York City for four days where they will stay at the Hotel Taft and appear on "The Howdy Doody Show" colorcast (Saturdays, 10 a.m. EDT). Also, 25 sets of The Book of Knowledge and 250 Book of Knowledge quiz games will be given to the top winners and runners-up.

All children 14 years of age or younger are eligible to enter the contest, which will run through Sept. 12.

They may enter by having their portraits taken at one of the more than 300 department store photo studios from coast to coast displaying posters featuring Howdy Doody and Clarabell. The studio will submit a photograph, selected by the contestant, for judging. Personality and character, as portrayed in the photograph, will count most.

Serving as judges will be "Buffalo Bob" Smith of "The Howdy Doody Show"; Dr. Lowell Martin, editorial director of The Book of Knowledge; Col. Serge Obolensky, vice chairman of the board, Zeckendorf Hotels Corporation; Patti Page, recording star, and movie stars Hope Lange and Richard Egan.

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COLORCAST

2 COPIES X-H



NBC TELEVISION NETWORK

NEWS

August 5, 1959

JERRY LEWIS TO STAR IN 'THE JAZZ SINGER'  
IN A TUESDAY NIGHT FORD SPECIAL ON  
THE NBC-TV NETWORK IN THE FALL

"The Jazz Singer" -- starring Jerry Lewis performing for the first time in a television dramatic book show -- will be presented this Fall during the Ford series of specials to be colorcast every Tuesday night (9:30-10:30 p.m. NYT) over the NBC Television Network. Date for the colorcast will be announced shortly.

Mr. Lewis will portray the role created by the late Al Jolson in "The Jazz Singer," which was the first "talkie" and marked the establishment of sound motion pictures.

"The Jazz Singer" will utilize the basic original story that will be re-adapted to Lewis' special talents. There will be no attempt to duplicate the style of Al Jolson. The musical drama will be produced by Ernest D. Glucksman.

The motion picture, "The Jazz Singer," was first demonstrated at the Strand Theatre in New York City on Oct. 6, 1927. It was released in 1929 and was the first all-sound film.

(more)



2 - "The Jazz Singer"

When Al Jolson strode to the piano in the opening scene and his words ("Say, Ma, listen to this!") were heard from the motion picture screen, the "talkie" revolution began. Producers undertook to experiment with sound, and then with color, and the very character of Hollywood and the movie industry was changed almost overnight.

"The Jazz Singer" is the sentimental drama of an East Side boy, a cantor's son, who cannot decide between a vaudeville and a liturgical musical career. Songs are an integral part of the storyline.

Lewis, 33, the only child of a pair of vaudeville performers, has been a comedian and a singer since he was five years old. A star of motion pictures, television and night-clubs for many years, he did his first special for NBC-TV in 1957. He has appeared in more than 50 TV shows since 1946 and, in 1956, made his entry into the recording field with a hit record of "Rockabye Your Baby With a Dixie Melody."

"The Jazz Singer" will be a joint presentation of Hubbell Robinson Productions, Inc., and Jerry Lewis Enterprises. The Ford Motor Company will sponsor the weekly Ford specials.

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NBC-New York, 8/5/59





NBC TELEVISION NETWORK



NEWS

August 5, 1959

TOP STARS OF MUSIC AND BALLET ON 'BELL TELEPHONE HOUR' PREMIERE

- - -

First of 11 Friday Night Specials on Oct. 9 to Present Alfred Drake, Sally Ann Howes, Zino Francescatti, Ballet Russe de Monte Carlo, Kingston Trio, Red Nichols and His Five Pennies, Connee Boswell

Top-ranking stars of popular and classical music and ballet will open the second season of the "Bell Telephone Hour" Friday, Oct. 9 (NBC-TV Network colorcast, 8:30-9:30 p.m. NYT). Alfred Drake, Sally Ann Howes, violinist Zino Francescatti, the Ballet Russe de Monte Carlo, the Kingston Trio, and Red Nichols and his Five Pennies with Connee Boswell make up the cast. Donald Voorhees will conduct the 57-piece Bell Telephone Orchestra.

This will be the first in a series of 11 musical shows which will be seen in the 1959-60 season as part of NBC-TV's Friday night specials. Last season four "Bell Telephone Hour" programs were presented and received wide critical and public praise. An additional musical presentation of the "Bell Telephone Hour" will be presented on NBC-TV Easter Sunday.

The series will again be produced by Henry Jaffe Enterprises. Barry Wood is executive producer. The colorcasts will originate in the NBC-TV studios in New York and Burbank. The Bell System is sponsor and N. W. Ayer and Son, Inc., is the agency.

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NBC TELEVISION NETWORK



NEWS

August 5, 1959

'AMERICA PAUSES IN SEPTEMBER' AND--AS IT DOES SO--WILL WATCH  
COCA-COLA SPECIAL WITH TOP STARS AT VARIOUS LOCATIONS

- - -

Friday, Sept. 18, Show to Present Burgess Meredith, Gene Nelson,  
McGuire Sisters, Alan Young, Kingston Trio, Martin Denny Group,  
Alfred Apaka and the Entire 'Holiday on Ice' Company

Burgess Meredith, Art Linkletter, Gene Nelson, the McGuire Sisters, Alan Young, the Kingston Trio, Martin Denny and his Group, Hawaiian singer Alfred Apaka and the entire company of "Holiday on Ice" will be the stars of "America Pauses in September," the Friday, Sept. 18 NBC-TV Network special for Coca-Cola (8:30-9:30 p.m. EDT).

Meredith will serve as host-narrator of the full-hour special, which will originate from aboard the luxury liner Queen of Bermuda in mid-voyage on the Atlantic Ocean; a housing development in San Diego, Calif; a Hawaiian village on the island of Oahu; the campus of University of California at Los Angeles; an ice-skating rink in Sioux City, Iowa; a State Fair in Indianapolis, Ind.; a famous resort in Las Vegas, Nev., and a theatre in New York City. All will show highlights of September -- the transition month between Summer and Fall.

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## 2 - "America Pauses in September"

Harry Sosnick will be the music director of the program, which will be produced by Alan Neuman and directed by Sid Smith and Lee Tredanari. The location producers will be Dave Englander and Ed Pierce.

The initial segment of the program aboard the Queen of Bermuda reflects the theme of coming home from vacation. It will feature a dance done by Gene Nelson and three girls, choreographed by Nelson. It will be video taped during the actual voyage of the ship from Bermuda to New York. Several tons of taping equipment and a full video tape crew will be placed aboard the ship when it leaves New York on the outbound voyage. The actual taping will be done on the return trip from Bermuda, with 700 passengers aboard the ship, acting as an audience for the dance number.

Comedian Alan Young will star in the second origination of "America Pauses in September," set in a housing development in San Diego, one of the nation's fastest growing cities. September is a time of going back to work. The construction industry, especially, goes into high gear. The theme of the sketch will be the lengths to which desperate builders must go to acquire workmen for their mushrooming housing developments. Young, with the assistance of comedy stunt men, will play an inept construction worker pressed into service during San Diego's building boom.

"America Pauses in September" will swing next to the campus of U. C. L. A. as students go back to school. To help them inaugurate the new semester, the Kingston Trio will be on hand. This group of top-selling recording artists is featured on the cover of the current Life Magazine.

(more)



### 3 - "America Pauses in September"

Hawaii, in its first September as the 50th State, will be the site of the next origination. Martin Denny and his Group, whose best-selling record album "Quiet Village" is at the top of the nation's record polls, will play some of the Hawaiian music which he has made famous. In the set in a Hawaiian village, a group of Hawaiian children will dance a Martin Denny original "The Japanese Rock." Alfred Apaka, known as "the Bing Crosby of Hawaii" will be prominently featured during this portion of the program.

September is a month of harvest and state fairs. The renowned Indiana State Fair in Indianapolis, will be the next move for "America Pauses in September," where Art Linkletter will conduct comedy interviews with some of the people attending the 106-year-old event.

September is also the time when showbusiness is busy preparing for the new season. The cameras move next to Sioux City, where the company of "Holiday on Ice" will be breaking in their show for the 1959-60 season. Actual numbers from the skating extravaganza will make up this portion of the program. "Holiday on Ice" which stars Arnold Shoda and Alice Quessy is the same company which was so warmly received by the Russians during its European tour last year.

The field of professional entertainment, this time the area of nightclub acts will be further explored as the performers prepare their new material for the Fall. The TV cameras will go to Las Vegas to show the McGuire Sisters readying song numbers for their new act.

As a final bow to the Fall theatre season, "America Pauses in September" will visit a rehearsal of a Broadway production, prior to

(more)





4 - "America Pauses in September"

to its move to the hinterlands for "out-of-town tryouts."

The name of the show will be announced later.

The finale of the Coca-Cola special will be spiritual in nature, in keeping with the two previous "America Pauses" programs. It will feature the song "I Believe" sung by a choir, with a background of typically American scenes to be taped throughout the United States during coming weeks by the crews of "America Pauses in September."

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NBC-New York, 8/5/59



CAST AND CREDITS FOR 'THE RANSOM OF RED CHIEF'

- - -

O. Henry Classic Adapted for the Rexall TV Special Starring  
William Bendix, Hans Conried, Teddy Rooney, Russell Collins  
Sunday, Aug. 16 (NBC Television Network, 10-11 p.m. EDT)

PRODUCED BY: Talent Associates  
EXECUTIVE PRODUCER: David Susskind  
DIRECTOR: Alvin Rakoff  
ADAPTED FOR TELEVISION BY: Phil Reisman Jr. (from the O. Henry  
short story, "The Ransom of Red Chief")  
ASSOCIATE PRODUCER: Jose Vega  
PRODUCTION SUPERVISOR: Renee Valente  
COSTUMES: John Boxer  
SCENIC DESIGN: Bob Wade  
SPECIAL EFFECTS: Dick Aimone  
SPONSOR: The Rexall Drug Company  
AGENCY: Batten, Barton, Durstine & Osborn, Inc.  
PREEMPTS (THIS DATE ONLY): "The Loretta Young Show" (10-10:30 p.m.  
EDT)

CAST LIST

Sam Snyder.....Hans Conried  
Bill Driscoll.....William Bendix  
Johnny Dorset.....Teddy Rooney  
Ebenezer Dorset.....Russell Collins  
Detective.....Heywood Hale Broun  
Policeman.....Rex Eberhardt

(more)





CAST LIST (Cont'd)

Minister.....Joe Boley  
Mr. Edwards.....Richard Bowler  
Conductor.....Phil Kramer  
Candy Butcher.....Harry Davis  
Passengers.....Extras

PLOT LINE

Sam Snyder (Hans Conried) and Bill Driscoll (William Bendix), a pair of confidence men fresh from an unsuccessful sojourn in New York City, determine to try their luck in New Hampshire, where they will "discover" a ruby mine. Unfortunately, the nine-year-old nephew (Teddy Rooney) of their prospective victim, Ebenezer Dorset (Russell Collins) puts a crimp in their ruby plans by forcing them to "kidnap" him under pain of disclosure of their plot. The unwilling kidnapers are subjected to monstrous punishment at the hands of the boy who postures constantly as "Red Chief," a cruel and inventive Indian. Their ransom note to his uncle brings a totally unexpected reply and an unusual end to the bizarre plot. The two city slickers, battered and bruised, learn a "New England style" lesson in sharp dealing.

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NBC-New York, 8/5/59



COLORCAST



August 5, 1959

ALL-STAR PROGRAM HEADED BY ROY ROGERS AND DALE EVANS WILL CONCLUDE  
THE 1958-59 'CHEVY SHOW' SERIES SUNDAY, SEPT. 27

The final "Chevy Show" in the 1958-59 series will headline Roy Rogers and Dale Evans with a star-studded cast Sunday, Sept. 27 (NBC-TV Network color video tape, 9-10 p.m. EDT).

Dinah Shore will return to start the 1959-60 season of "Chevy Show" colorcasts Sunday, Oct. 4. The last "Chevy Show" starring Janet Blair and John Raitt will be presented Sept. 20.

The Sept. 27 show will be set against the background of Rogers' Double R Ranch, Chatsworth, Calif., and the sound stages of NBC's Color City Studios in Burbank. Appearing with Roy and Dale will be Edie Adams, Connie Francis, Eddy Arnold, Rafael Mendez, Pat Brady, the Pioneers, the Hollywood Square Dancers, the Rudells and special guest Audie Murphy.

The theme for the "indoor-outdoor" colorcast will be "Meanwhile Back at the Ranch," which also will be the opening song. Additional program information will be announced.

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JACK TRACY  
ROOM 320

# TRADE NEWS

2 COPIES X-H

August 6, 1959

ANHEUSER-BUSCH SIGNS FOR ONE-QUARTER SPONSORSHIP  
OF NBC PROFESSIONAL BASKETBALL GAME TELECASTS  
ON NBC TELEVISION NETWORK IN 1959-60 SEASON

Anheuser-Busch, Inc., for its Busch Bavarian Beer, will sponsor one-quarter of the NBA professional basketball game telecasts on the NBC-TV Network during the 1959-60 season, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The National Basketball Association games will be telecast on Saturday and Sunday afternoons beginning in mid-October. This will mark the sixth year the NBA pro basketball games have been telecast by NBC.

The Bayuk Cigar Company for its Philllies cigars will sponsor one-half of the games as previously announced.

The Anheuser-Busch purchase was made through its advertising agency, Gardner Advertising, of St. Louis.

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August 6, 1959

EISENHOWER TRIP TO WESTERN EUROPE AND HIS SUBSEQUENT EXCHANGE  
VISITS WITH KHRUSHCHEV TO GET EXTENSIVE COVERAGE BY NBC NEWS

Intensive preparations are now under way for NBC News coverage by television and radio of (1) President Eisenhower's meetings in Europe with the heads of government of Great Britain, France and West Germany and of other North Atlantic Treaty nations in late August; (2) Soviet Premier Nikita S. Khrushchev's visit to the U. S. in mid-September, and (3) President Eisenhower's visit to the Soviet Union in the Fall.

William R. McAndrew, Vice President, NBC News, announced network plans today.

To cover the Eisenhower meetings with the Atlantic Pact leaders, NBC News will send to Europe its White House correspondent Ray Scherer, who accompanied Vice President Richard M. Nixon on his visit to the Soviet Union and Poland, and its regular White House camera-and-sound team of David Weigman and John Hofen. NBC News staff correspondents and cameramen regularly stationed in various European capitals will join them in covering the meetings.

To report on Premier Khrushchev during his visit to this country in mid-September, NBC will bring over Joseph Michaels, its Moscow correspondent, and also will enlist the services of correspondents David Brinkley, Frank McGee, and Pauline Frederick. Don Meaney, national TV News Editor, will act as coordinator for TV and radio.

(more)





Since Premier Khrushchev is expected to visit New York, Chicago and San Francisco, as well as Dallas and the cattle-raising country in Texas, one of the states in the Corn Belt, and one or more industrial cities such as Cleveland, Detroit or Pittsburgh, NBC will draw upon its regular roster of correspondents and cameramen in all of these areas.

To cover President Eisenhower during his visit to the Soviet Union this Fall, NBC News will send over correspondents Ray Scherer and David Brinkley, camera-and-sound team David Weigman and John Hofen, and Don Meaney as TV-radio coordinator. With them will be Joseph Michaels, NBC News correspondent in Moscow.

President Eisenhower's meetings with the heads of the government of all of the NATO nations is designed to demonstrate Western unity before he meets in Washington, D. C., with Premier Khrushchev in mid-September. In addition to the conference of the 15-nation NATO group, it is expected that the President will have individual meetings with Prime Minister Harold Macmillan of Great Britain, President Charles de Gaulle of France, and Chancellor Konrad Adenauer of Western Germany on common problems. It also is expected that President Eisenhower will meet in group sessions involving states primarily concerned with the German problem. The Western leaders would study ways to break the deadlock over the Berlin issue, which the East-West foreign ministers' conference at Geneva has failed to resolve.

All of the meetings may take place in Paris, but it is possible that President Eisenhower will confer in London with Prime Minister Macmillan before going on to Paris.

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NBC-New York, 8/6/59



COLORCAST



August 6, 1959

'THE ETHEL MERMAN SHOW' TO BE A FORD TUESDAY SPECIAL

- - -

NBC Television Network Colorcast Will Present Star  
in Song and Dance Highlights of Her Many Successes

Ethel Merman has been signed to star in a musical variety presentation, "The Ethel Merman Show," to be produced as one of the Ford series of special colorcasts each Tuesday night (9:30-10:30 p.m. NYT) over the NBC-TV Network during the 1959-60 season. Date for the show will be announced.

According to executive producer Hubbell Robinson, "The Ethel Merman Show" will feature highlights in song and dance of Miss Merman's career -- from her show-stopping Broadway debut in "Girl Crazy" to her current hit performance in "Gypsy."

The creative staff for "The Ethel Merman Show," including producer, director and adapter, is now under consideration by Mr. Robinson's company, Hubbell Robinson Productions, Inc.

Miss Merman was catapulted to Broadway fame after her rendition of "I Got Rhythm" in "Girl Crazy." Subsequently, she starred in "George White's Scandals," "Anything Goes," "Red, Hot and

(more)





2 - 'The Ethel Merman Show'

Blue," "Du Barry Was a Lady," "Panama Hattie," "Annie, Get Your Gun" and "Call Me Madam."

George Gershwin, Cole Porter and Irving Berlin have rated her as "the greatest singer of all time." During the last five years, Miss Merman has also been headlined in motion pictures and television.

The series of 39 Tuesday night specials is sponsored by the Ford Motor Company through J. Walter Thompson Company.

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NBC-New York, 8/6/59





August 6, 1959

MUSICAL COMEDY HEADLINER LARRY BLYDEN

WILL STAR IN 'WHAT MAKES SAMMY RUN?'

- - -

Adaptation of Budd Schulberg Novel to Be Presented in Two  
Full-Hour Colorcasts on NBC's "Sunday Showcase"

Musical comedy star Larry Blyden has been signed to star in "What Makes Sammy Run?" -- the two-part dramatization of Budd Schulberg's novel on the NBC-produced "Sunday Showcase" colorcast series -- Sundays, Sept. 27 and Oct. 4 (NBC-TV Network, 8-9 p.m. EDT).

Blyden, who is currently starring on Broadway as Sammy Fong in "The Flower Drum Song," will portray the brash climber Sammy Glick in the dramatization of the hard-hitting 1940 novel depicting the rise of a Hollywood movie czar.

Prior to "Flower Drum Song," Blyden appeared opposite Peter Lind Hayes and Mary Healy in "Who Was That Lady I Saw You With?" on Broadway. He also played in "Oh Men, Oh Women!", "Mr. Roberts," and "Wish You Were Here," all on Broadway.

Blyden, who is married to dancer Carol Haney, made his most recent TV appearance as George M. Cohan in "Forty-Five Minutes from Broadway." He has appeared in "Kraft," "Philco Playhouse," "Alcoa," "Playhouse 90," and "U. S. Steel" dramas, and the films, "The Bachelor Party" and "Kiss Them for Me."

(more)





"What Makes Sammy Run?" will be directed by Academy Award-winner Delbert Mann. Robert Alan Aurthur is executive producer.

The adaptation of "What Makes Sammy Run?" has been written by Academy Award-winner (for "On the Waterfront") Budd Schulberg and his brother, Stuart Schulberg.

"What Makes Sammy Run?" is the story of Sammy Glick who rises from a dog-eat-dog slum on New York's lower East side to become a copy boy on a big metropolitan newspaper. Before he's 20, he works his way up to radio columnist. Then, with the help of a stolen manuscript, he lands a job as a Hollywood writer. Although he can't write a line he proves himself an expert at hiring ghost writers.

Sammy is a self-centered man with courage, energy and a talent for the doublecross. "What Makes Sammy Run?" is the story of a man who knifes his way through the salary brackets until he reaches the top.

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NBC-New York, 8/6/59



NBC TELEVISION NETWORK



NEWS

August 6, 1959

VICE PRESIDENT NIXON WILL BE IN NBC'S WASHINGTON STUDIOS TO PROVIDE OWN COMMENTARY TO AUG. 11 TELECAST OF FILMS OF RUSSIAN-POLISH TRIP

Vice President Richard M. Nixon will be in NBC's Washington Studios Tuesday, Aug. 11 to act as commentator for the special half-hour NBC News program devoted to his visit to the Soviet Union and Poland. The program will be presented on the NBC-TV Network from 9 to 9:30 p.m. EDT.

During the showing of film of his activities -- shot by NBC News cameraman Bradford Kress in Moscow, Siberia, and Poland -- Mr. Nixon will offer a running commentary. With him will be Ray Scherer, NBC White House correspondent who accompanied him on his visit. Most of the film will be silent.

At the close of the film footage, which will run about 20 minutes, Mr. Nixon will speak of the effects of his visit.





U. S. NAVY TO HONOR BOB HOPE IN SEATTLE  
WITH MERITORIOUS PUBLIC SERVICE AWARD

Bob Hope, star of the NBC-TV Network special "Bob Hope Buick Shows," will receive a top award of the U. S. Navy from Secretary of Navy William B. Franke in ceremonies on the flight deck of the carrier U.S.S. Yorktown docked at pier 91 in Seattle, Wash., Friday, Aug. 7.

The NBC comedian will be accorded the Navy's Meritorious Public Service Award for his numerous globe-trotting entertainment tours for servicemen all over the world.

The award-ceremonies will be a highlight of the Hope family visit to Seattle's Annual Seafair Celebration. On Saturday night, Aug. 8, Hope will be grand marshal of the celebration's annual parade, and on Sunday, Aug. 9, he will be honorary referee for the National Gold Cup Unlimited Hydroplane Races on Lake Washington.

Navy Secretary Franke will go from Washington, D. C., to Seattle where 30 ships will rendezvous for the Seafair Fleet Week Exercises with 6,000 men in port.

Following their visit to Seattle, Hope and his family will take off for a three-week vacation at Lake Louise.

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NBC-New York, 8/6/59



FOUR-MAN NBC NEWS TEAM ASSIGNED TO NETWORK'S TV COVERAGE  
OF THE REOPENING OF FOUR LITTLE ROCK (ARK.) HIGH SCHOOLS

A four-man NBC News team is heading for Little Rock, Ark., for NBC-TV Network coverage of the reopening of the city's four public high schools next Wednesday (Aug. 12).

The team is made up of correspondent Sander Vanocur, who has covered the continuing Little Rock story many times in the past; cameraman William Birch, soundman John Dial, and writer Walter Pfister, who will be coordinator. A second cameraman will join the group later.

Six Negroes have been assigned by the Little Rock school board to attend once all-white schools. It voted unanimously yesterday to reopen the schools nearly a month ahead of schedule. The schools have been closed since Sept. 12, 1958, to avoid racial integration. They had been scheduled to reopen Sept. 8. It is believed that the move for early reopening was designed to head off possible interference with the school board's plan by Gov. Orval E. Faubus and the Arkansas Legislature. It has been rumored that a special session of the Arkansas General Assembly will be called about Aug. 15.

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CLIFF ARQUETTE AND HIS CHARLEY WEAVER CHARACTER  
ARE SUBJECTS OF FEATURE IN LIFE MAGAZINE

"Television's Remarkable Rube," the story of Cliff Arquette, his alter-self Charley Weaver and the contribution the duo has made to the entertainment world, appears in the current issue of Life Magazine (dated. Aug. 10).

Profiled by the magazine's entertainment editor Tom Prideaux, Arquette, who appears on NBC-TV Network's "The Jack Paar Show" as Charley Weaver, is described as an old country scalawag who wanders before TV cameras as if he were dropping into a country store. The feature further states: "To professional connoisseurs of comedy he is "the fastest verbal gun on TV." To country folks, who sit up late to see him, he is that batty old gaffer who keeps them in stitches."

Arquette describes himself in the article as "a spry old man who wants to attract attention by being a cut-up."

Editor Prideaux goes behind the Weaver mask to present the character's creator, a man few people know.

"The kind of man who keeps power tools in the basement, Arquette is a gifted wood carver, cartoonist and painter," Prideaux writes.

("The Jack Paar Show" is telecast on the NBC-TV Network Monday through Friday 11:15 p.m. to 1 a.m. EDT.)

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NBC-New York, 8/6/59





JACK TRACY  
ROOM 320

## TRADE NEWS

2 COPIES X-H

August 7, 1959

\$300,000 CONTRACT WITH NBC RADIO NETWORK MARKS RETURN  
OF ELECTRIC AUTO-LITE TO USE OF BROADCASTING MEDIA

- - -

Firm Buys Into 'News-on-the-Hour' for 13 Weeks

A \$300,000 contract with the NBC Radio Network, marking the return of the Electric Auto-Lite Company to the use of broadcasting media, was signed today by the Toledo auto accessories company.

The order, which calls for one-quarter sponsorship of "News-on-the-Hour" for 13 weeks starting Aug. 31, was announced by William K. McDaniel, Vice President in charge of NBC Radio Network Sales.

"This will be our company's first use of radio or television in several years," said Donald Seem, Vice President in charge of advertising for Electric Auto-Lite Company. "Advertising on NBC Radio's 'News-on-the-Hour' will give us the impact and daily frequency which we believe is important in an automotive campaign. The sales message will reach motorists at all hours, including heavy traffic periods. We selected 'News-on-the-Hour' because it is the only network radio package which provides this broad coverage."

The contract was placed through Grant Advertising, Inc., Detroit.

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NBC TELEVISION NETWORK



NEWS

August 7, 1959

RALPH BELLAMY TO STAR AS THOMAS JEFFERSON IN 'DIVIDED WE STAND,'  
FIRST OF SIX 'OUR AMERICAN HERITAGE' DRAMATIC SPECIALS

- - -

NBC-TV Network Presentation of Sunday Night, Oct. 18, Will Be  
Directed by Alex Segal and Written by Morton Wishengrad

FOR RELEASE MONDAY A. M., AUG. 10

Ralph Bellamy, distinguished actor of stage, screen and television, will star as Thomas Jefferson in "Divided We Stand" Sunday, Oct. 18, on the NBC-TV Network (8-9 p.m. NYT), the first of six dramatic special presentations on "Our American Heritage," sponsored by the Equitable Life Assurance Society of the United States, it was announced today by Mildred Freed Alberg, producer of the series.

"Divided We Stand," a drama treating a little-known but significant period in the Jefferson career, will be directed by Alex Segal and written by Morton Wishengrad. The series will be produced by Mrs. Alberg's organization, Milberg Enterprises, Inc.

Mr. Segal, one of TV's most distinguished producer-directors, will produce several of NBC-TV's "Sunday Showcase" drama specials this season. He has produced and directed for "Producers' Showcase," "Alcoa-Goodyear Theatre," "U. S. Steel Hour" and "Playhouse 90" for

(more)



television, and has produced two Broadway shows, "Compulsion" and "Who Was That Lady I Saw You With?" He is producing a third, "Jolly's Progress," which opens in November.

Mr. Wishengrad's stage play, "The Rope Dancers," drew wide attention in its Broadway run. He has written television scripts for "The Hallmark Hall of Fame," "U. S. Steel Hour," "Cavalcade of America," "Eternal Light" and "Frontiers of Faith."

In the atmosphere the French Revolution created and its effect upon America, two intellectual giants, Jefferson and Alexander Hamilton, engaged in a heated conflict. The dramatic, human story of this conflict will be examined in depth and with scrupulous authenticity in "Divided We Stand."

"We are delighted that Mr. Bellamy is available," Mrs. Alberg said. "He brings a special excitement and dedication to the role. Since our first talks with him about the project, he has become an active Jeffersonian buff capable of checking us on the most minute details.

"Mr. Bellamy's talents will help us in our attempt to present this exciting story of our American heritage as one of understandable human beings participating in a great drama, rather than as marble busts in a recital of known facts."

Mrs. Alberg pointed out the similarity of Mr. Bellamy's assignment in "Divided We Stand" to his tremendously successful role in "The Devil's Disciple," which she produced for "The Hallmark Hall of Fame" series on NBC-TV.

(more)





3 - 'Our American Heritage'

"Our American Heritage" is being prepared in collaboration with the editors of American Heritage magazine. Through their participation, "Divided We Stand" -- as with each program in the series, dealing with specific periods and personalities -- is being prepared with the help of the ranking expert in the field.

Mr. Bellamy has appeared in such long-running Broadway hits as "Tomorrow the World," "State of the Union," "Detective Story" and, most recently, "Sunrise at Campobello," dramatizing the late Franklin D. Roosevelt's triumph over crippling polio. He has made more than 80 motion pictures and in recent years has devoted much of his time to important television roles.

The agency for the Equitable Life Assurance Society of the United States is Foote, Cone and Belding.

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NBC-New York, 8/7/59



COLORCAST



August 7, 1959

GORE VIDAL TO WRITE 'SUNDAY SHOWCASE' DRAMA BASED ON LIFE  
OF HIS GRANDFATHER, THE LATE SENATOR THOMAS GORE,  
AND WILL APPEAR ON COLORCAST AS NARRATOR

Gore Vidal, prominent playwright, novelist and TV dramatist, will write a drama based on the life of his grandfather, the late Senator Thomas Gore of Oklahoma -- the only blind Senator ever elected to the legislature -- for the new NBC-produced "Sunday Showcase," Robert Alan Aurthur, executive producer, announced today.

Vidal will appear in the special himself as narrator. The drama will be colorcast between 8 and 9 p.m. NYT on a date to be announced.

Vidal's drama, as yet untitled, will highlight several incidents in the early career of Gore up to the time he became the state's first senator in 1907 when Oklahoma joined the union as the 46th state. Gore was instrumental in the movement for Oklahoma statehood.

Senator Gore, who died in 1949 at the age of 78, had been blind since childhood. At the age of 8, a stick thrown at a cow struck and ruined his left eye. Three years later, an accidental discharge of an arrow from a cross-bow destroyed the sight of the other.

(more)





"If my grandfather wasn't the type of man he was," Vidal said, "he could easily have ended up in an old people's home for the blind. Through sheer will power, courage, and determination he became one of the leading legislators of his time."

Senator Gore's contemporaries hailed him as "one of the marvels of modern times."

The "Sunday Showcase" drama will be 33-year-old Vidal's first TV play in four years. He is the author of the Broadway hit, "A Visit to a Small Planet." He wrote the screenplays for "The Scapegoat," "Ben Hur," and "The Catered Affair." He is the author of several novels, including "The Judgment of Paris," and has written numerous TV plays.

The "Sunday Showcase" colorcast series makes its debut Sunday, Sept. 20 (8-9 p.m. EDT) with the S. Lee Pogostin drama, "People Kill People Sometimes," starring Jason Robards Jr., Geraldine Page and George C. Scott.

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NBC-New York, 8/7/59





August 7, 1959

AN NBC-TV AND NBC RADIO PRESENTATION

SPECIAL DISCUSSION PROGRAM ON STATUS OF LABOR LEGISLATION  
WILL PRESENT LEGISLATORS AND NBC NEWS MEN MONDAY, AUG. 10

A special 30-minute discussion program on the status of current labor legislation has been scheduled for the NBC Television Network Monday night, Aug. 10, at 7:30 p.m. EDT, William R. McAndrew, Vice President, NBC News, announced today. The program will present legislators and NBC News men.

In announcing the special program, McAndrew said he had informed Speaker Rayburn of the House of Representatives by telegram that in NBC's judgment President Eisenhower's labor address last night "does not require an offer of equal time for spokesmen of any political party." The request for time for Democratic spokesmen had been made of NBC on Speaker Rayburn's behalf by representative Stewart L. Udall (D.-Ariz.).

"We believe that a presentation of the views of various Congressional leaders on this subject of intense national interest would be of great public value," McAndrew informed Rayburn, and therefore NBC has scheduled the special discussion program for that purpose.

Senator John. F. Kennedy (D.-Mass.) and Representatives Carl Elliott, (D.-Ala.), Robert P. Griffin (R.-Mich.) and John F. Shelley (D.-Calif.) have been invited to appear on the program. The NBC News men who will participate will be announced later. The television  
(more)





program will be recorded for radio and presented on the NBC Radio Network the same night, Monday, Aug. 10, at 9:30 p.m. EDT.

During the past several weeks, NBC programs have presented speakers with a wide range of diverse viewpoints on labor legislation. They included George L. Meany, President of the AFL-CIO; Senator Barry M. Goldwater (R.-Ariz.), Representative Phil M. Landrum (D.-Ga.); Representative Robert P. Griffin (R.-Mich.); Robert F. Kennedy, chief counsel of the U. S. Senate Committee to Investigate Improper Activities in Labor-Management Relations; Representative Charles A. Halleck, (R.-Ind.), and James R. Hoffa, President of the Teamsters Union.

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NBC-New York, 8/7/59



NBC NEWS' SPECIAL TELECAST ON NIXON'S TRIP

ADVANCED TO SUNDAY, AUG. 9

PROGRAM CHANGE

The special half-hour NBC News program devoted to Vice President Richard M. Nixon's visit to the Soviet Union and Poland will be presented on the NBC-TV Network Sunday, Aug. 9 (7-7:30 p.m. EDT), rather than Tuesday, Aug. 11 (9-9:30 p.m. EDT), as previously announced.

Mr. Nixon will be in NBC's Washington Studios to act as live commentator for the program.

During the showing of film of his activities shot by NBC News cameraman Bradford Kress in Moscow, Siberia, and Poland, Mr. Nixon will offer a running commentary. With him will be Ray Scherer, NBC White House correspondent who accompanied him on his visit. Most of the film will be silent.

At the close of the film footage, which will run about 20 minutes, Mr. Nixon will speak of the effects of his visit.





NBC TELEVISION NETWORK



NEWS

August 7, 1959

NBC-TV NETWORK COLORCAST SCHEDULE  
For Week of Aug. 16-22 (All Times EDT)

Sunday, Aug. 16

7-7:30 p.m. -- "Midwestern Hayride" - Dean Richards is emcee.

9-10 p.m. -- "The Chevy Show," starring Janet Blair and John Raitt, with guests Dorothy Kirsten, Alice Ghostley and Bobby Sargent.

Monday through Friday, Aug. 17-21

4-4:30 p.m. -- "Truth or Consequences" - with Bob Barker as emcee.

Monday, Aug. 17

10-10:30 p.m. -- "The Arthur Murray Party" - tonight's guests are Carol Channing, Hal March, Helen Gallagher and Tom Poston.  
(repeat)

Tuesday, Aug. 18

7:30-8 p.m. -- "Northwest Passage" - tonight's repeat drama is "The Witch."

8:30-9 p.m. -- "The Jimmie Rodgers Show" - Jimmie's guests tonight are Molly Bee and The Treniers.

Wednesday, Aug. 19

8:30-9 p.m. -- "The Price is Right" - with emcee Bill Cullen.

9-9:30 p.m. -- "Kraft Music Hall Presents the Dave King Show" - Dave's guest tonight is singer Joyce Hahn.

(more)



2 - NBC-TV Network Colorcast Schedule

Thursday, Aug. 20

10:30-11 p.m. -- "Masquerade Party" - with Bert Parks as emcee.

Friday, Aug. 21

8-9 p.m. -- "Ellery Queen" - starring Lee Philips. Tonight's repeat mystery-drama is "Dance into Death," with guest stars Tamara Geva and Morey Amsterdam.

Saturday, Aug. 22

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

8-9 p.m. -- "Perry Presents Tony Bennett, Jaye P. Morgan and The Modernaires."

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NBC-New York, 8/7/59





NEW YORK BOY WITH RED HAIR AND PLENTY OF FRECKLES APPEARS  
ON "TODAY" AND WINS STINT AS STAND-IN FOR TEDDY ROONEY  
IN REXALL'S "THE RANSOM OF RED CHIEF"

A nine-year-old New York boy with red hair and abundant freckles was chosen on NBC-TV Network's "Today" program yesterday morning (Aug. 6) to be a stand-in for young Teddy Rooney in "The Ransom of Red Chief," the Rexall TV special of the NBC-TV Network Sunday, Aug. 16 (10-11 p.m. EDT).

Vincent G. Rizzo, son of Mr. and Mrs. James Rizzo, 339 East 12th Street, was selected by Arlene Francis, acting hostess of "Today," and William Bendix, co-star with Hans Conried in "The Ransom of Red Chief," as the winner of a freckle contest. The Rizzo boy was one of six members of the Boys Club of New York who appeared on "Today" in competition for the stand-in role.

Young Teddy Rooney, son of Mickey Rooney and Martha Vickers, plays a boy who is kidnaped in the TV adaptation of the O. Henry short story. Bendix and Conried portray his abductors.





# MUSIC NEWS

A SERVICE OF



NBC OPERA COMPANY'S PETER HERMAN ADLER WILL PARTICIPATE  
IN UNESCO CONGRESS FOR TV OPERA AND BALLET IN SALZBURG

Peter Herman Adler, music and artistic director of the NBC Opera Company, will participate in the UNESCO Congress for Opera and Ballet in TV in Salzburg Aug. 23-30. He will be the National Broadcasting Company's representative on invitation from UNESCO.

Dr. Adler is one of the outstanding pioneers of TV Opera. He helped found the NBC Opera Company in 1949. Dr. Adler will take with him kinescopes of several NBC productions, as he did three years ago. At that time the Congress was greatly impressed with the American TV opera productions.

In addition to his participations in the Congress, Dr. Adler will serve as one of the five jurors in an international contest for new operas written especially for TV. Nine countries (not including the U. S.) have submitted operas on kinescope to be judged by the five jurors who were nominated by an international committee. The contest is being sponsored by the city of Salzburg, and will precede meetings of the Congress.

Dr. Adler will return to the U. S. early in September to resume work on the forthcoming season of the NBC Opera Company, which will start on Nov. 8 with a two-hour color production of Beethoven's "Fidelio." This year Dr. Adler also will begin his tenure as musical director of the Baltimore Symphony, a post to which he was appointed last Spring.

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NBC-New York, 8/7/59





PLAY WRITTEN BY CHICAGO PARISH PRIEST WILL HAVE PREMIERE  
ON NBC-TV NETWORK'S "CATHOLIC HOUR" SUNDAY, AUG. 16

A play by a Chicago parish priest will have its premiere on the NEC-TV Network "Catholic Hour" Sunday, Aug. 16 (5:30-6 p.m. EDT).

The author is the Rev. Donald Cunningham, of St. Andrew's Church, 3546 North Paulina Street, Chicago. His play, "With Crooked Lines," deals with an afternoon in a church today and the various people who find refuge there.

Father Cunningham stopped in the program's New York headquarters last December, bringing with him an unsolicited manuscript. The work was accepted, though it was a three-act play conceived originally for stage production. Richard J. Walsh subsequently made the TV adaptation.

Now Father Cunningham reports that his superiors are considering sending him to Yale University to take a master's degree in theatre.

Ford Rainey will have the central role of a down-and-outer. Also prominent in the cast will be Maureen Delany, long a member of Dublin's famed Abbey Theatre; Paul Stevens, who will be narrator; Kay MacDonald, Jim Boles, and Keir Dullea.

Using a fluid technique stemming from dramatic reading, the production will have some costuming and stage setting, minimal movement and conversational exchange, but no scripts or lecterns.

The "Catholic Hour," an NBC Public Affairs presentation, is produced in cooperation with the National Council of Catholic Men. The producers are Doris Ann for NBC and Richard J. Walsh for the N. C. C.M. NBC's Martin Hoade is the director.

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NBC-New York, 8/7/59





# TRADE NEWS

2 COPIES X-H

August 10, 1959

LIGGETT & MYERS TOBACCO AND STEPHEN F. WHITMAN & SON  
TO CO-SPONSOR LIBERTY BOWL FOOTBALL GAME TELECAST  
ON THE NBC TELEVISION NETWORK SATURDAY, DEC. 19

The Liggett & Myers Tobacco Company and Stephen F. Whitman & Son will be co-sponsors of the Liberty Bowl Football Game telecast on the NBC-TV Network on Saturday, Dec. 19, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The Liberty Bowl game, sanctioned by the National Collegiate Athletic Association, will be a new post-season football attraction in Philadelphia, the first major college football bowl game ever to be played in the East.

A five-year contract for the TV and radio rights for the game was signed by NBC last June. Lindsey Nelson and Red Grange will be commentators for the telecast.

The Whitman order, for its candies, was placed through N. W. Ayer & Son, Inc., and the Liggett & Myers purchase was made through Dancer-Fitzgerald-Sample, Inc., for its L & M Cigarettes.

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SURVEY OF EAST GERMAN MILITARY FORCES BY NBC NEWS MAN JOHN RICH  
FOR REPORTER MAGAZINE NOW APPEARS IN THE CONGRESSIONAL RECORD

A survey of the status of military forces in East Germany by NBC News' Berlin correspondent John Rich has made an appearance in the Congressional Record. The report was first published in the Reporter Magazine of June 11.

"The author of this article has had a distinguished record which qualifies him to be a keen observer of these matters," says Rep. Samuel S. Stratten of New York by way of introduction in the Congressional Record. "I had the pleasure of serving in the Navy during the War with Mr. Rich and I know of his experience not only in Europe but in the Far East. Under leave to extend my remarks, I include his article, and commend it to the consideration of my colleagues."

Among Rich's observations: "As of today East German soldiers would evidently find it difficult to open fire on their brothers in the West, or in the East. But they are under constant pressure to overcome this hesitation."

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NBC-New York, 8/10/59



'PONTIAC STAR PARADER' VICTOR BORGE ON SOUND--AND SERIOUS--TRACK

- - -

He 'Plays and Conducts Concert Favorites' in New Record Album

The more serious side of Victor Borge's nature is handsomely displayed in his new record album "Victor Borge Plays and Conducts Concert Favorites." The pianist and comedian who will star in his own "Pontiac Star Parade" Special for NBC-TV on Friday, Oct. 16 (10 to 11 p.m. EDT) comments on his new album: "The title is so long, they are thinking of playing that instead of the record."

Contained in the new album, which was released on Aug. 1 by Columbia Records, are a medley of Kurt Weill songs, including "Bilbao Song" from "Happy End," "September Song" from "Knickerbocker Holiday," "Speak Low" from "One Touch of Venus" and "Moritat" from "The Threepenny Opera." On the record he also plays the first movement from Beethoven's "Sonata No. 14 in C Sharp Minor" (the "Moonlight" Sonata) and a Tchaikovsky medley. The only humorous note in the album is Borge's comment on his original composition "Blue Serenade" in which he says he combines Strauss' "Blue Danube" and Schubert's "Serenade" so they "mingle in a waltz by Straubert."

When asked how his new record has been received, Borge says: "You have no idea how favorable the reviews are. My brother raved."

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NBC-New York, 8/10/59





NBC TELEVISION NETWORK



NEWS

NBC-TV NETWORK COLORCAST SCHEDULE  
For September (All Times EDT)

Tuesday through Friday, Sept. 1-4

4-4:30 p.m. -- "Truth or Consequences" -- with Bob Barker as emcee.

Tuesday, Sept. 1

7:30-8 p.m. -- "Northwest Passage" -- tonight's repeat drama is  
"The Deserter."

8:30-9 p.m. -- "The Jimmie Rodgers Show"

Wednesday, Sept. 2

8:30-9 p.m. -- "The Price Is Right" -- with Bill Cullen as emcee.

9-9:30 p.m. -- "Kraft Music Hall Presents The Dave King Show" --  
singer Vicki Stuart is Dave's guest tonight.

Thursday, Sept. 3

10:30-11 p.m. -- "Masquerade Party" -- with Bert Parks as emcee.

Friday, Sept. 4

8-9 p.m. -- "Ellery Queen" -- starring Lee Philips. Tonight's  
repeat mystery drama is "This Murder Comes to You Live," star-  
ring Georgann Johnson and Ben Hecht. (last program)

Saturday, Sept. 5

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

8-9 p.m. -- "Perry Presents Tony Bennett, Jaye P. Morgan and The  
Modernaires." (last program)

(more)



2 - NBC-TV Network Colorcast Schedule for September

Sunday, Sept. 6

7-7:30 p.m. -- "Midwestern Hayride" -- with Dean Richards as emcee.  
(last program)

9-10 p.m. -- "The Chevy Show," starring Janet Blair and John Raitt,  
with guests.

Monday through Friday, Sept. 7-11

4-4:30 p.m. -- "Truth or Consequences"

Monday, Sept. 7

10-10:30 p.m. -- "The Arthur Murray Party" -- with tonight's guests  
baseball players Bob Cerv, Whitey Ford, Andy Carey, and Norm  
Siebern, songwriter Bob Merrill and singers Merv Griffin and  
Jane Harvey. (repeat)

Tuesday, Sept. 8

7:30-8 p.m. -- "Northwest Passage" -- tonight -- "Trial by Fire"  
(repeat) (last program)

8:30-9 p.m. -- "The Jimmie Rodgers Show" (last program)

Wednesday, Sept. 9

8:30-9 p.m. -- "The Price Is Right"

9-9:30 p.m. -- "Kraft Music Hall Presents The Dave King Show."

Thursday, Sept. 10

10:30-11 p.m. -- "Masquerade Party"

Saturday, Sept. 12

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" -- a new full-hour Western film series,  
starring Lorne Green, Pernell Roberts, Dan Blocker and Michael  
Landon. (premiere)

(more)

ORIGINAL ARTICLES

1. The Effect of the Diet on the Blood Sugar in the Normal Individual

(Continued from page 1)

2. The Effect of the Diet on the Blood Sugar in the Normal Individual

(Continued from page 1)

ORIGINAL ARTICLES

3. The Effect of the Diet on the Blood Sugar in the Normal Individual

ORIGINAL ARTICLES

4. The Effect of the Diet on the Blood Sugar in the Normal Individual

5. The Effect of the Diet on the Blood Sugar in the Normal Individual

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ORIGINAL ARTICLES

8. The Effect of the Diet on the Blood Sugar in the Normal Individual

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ORIGINAL ARTICLES

11. The Effect of the Diet on the Blood Sugar in the Normal Individual

12. The Effect of the Diet on the Blood Sugar in the Normal Individual

ORIGINAL ARTICLES

13. The Effect of the Diet on the Blood Sugar in the Normal Individual

ORIGINAL ARTICLES

14. The Effect of the Diet on the Blood Sugar in the Normal Individual

15. The Effect of the Diet on the Blood Sugar in the Normal Individual

16. The Effect of the Diet on the Blood Sugar in the Normal Individual

17. The Effect of the Diet on the Blood Sugar in the Normal Individual

18. The Effect of the Diet on the Blood Sugar in the Normal Individual



3 - NBC-TV Network Colorcast Schedule for September

Sunday, Sept. 13

9-10 p.m. -- "The Chevy Show," starring Janet Blair and John Raitt.

Monday through Friday, Sept. 14-18

4-4:30 p.m. -- "Truth or Consequences"

Monday, Sept. 14

10-10:30 p.m. -- "The Arthur Murray Party"

Wednesday, Sept. 16

8:30-9 p.m. -- "The Price Is Right"

9-9:30 p.m. -- "Kraft Music Hall Presents The Dave King Show."

Dave's guest tonight is Gloria De Haven.

Thursday, Sept. 17

10:30-11 p.m. -- "Masquerade Party"

Saturday, Sept. 19

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

4:45 p.m. - to conclusion (approx. 7:30 p.m.) -- NCAA Football Game  
between Louisiana State and Rice at Baton Rouge, La.

7:30-8:30 p.m. -- "Bonanza"

Sunday, Sept. 20

8-9 p.m. -- "Sunday Showcase" presents "People Kill People  
Sometimes," starring Geraldine Page and George C. Scott with  
special guest star Jason Robards Jr. John Frankenheimer is  
producer-director. (premiere)

9-10 p.m. -- "The Chevy Show," starring Janet Blair and John Raitt.

Monday through Friday, Sept. 21-25

4-4:30 p.m. -- "Truth or Consequences"

(more)

Monday, Sept. 14

9-10 p.m. -- "The Chevy Chase" starring Chevy Chase and John Belushi

Tuesday, Sept. 15

8-9:30 p.m. -- "The Chevy Chase" starring Chevy Chase and John Belushi

Wednesday, Sept. 16

10-11:30 p.m. -- "The Chevy Chase" starring Chevy Chase and John Belushi

Thursday, Sept. 17

8-9:30 p.m. -- "The Chevy Chase" starring Chevy Chase and John Belushi

9-10:30 p.m. -- "The Chevy Chase" starring Chevy Chase and John Belushi

11-11:30 p.m. -- "The Chevy Chase" starring Chevy Chase and John Belushi

Friday, Sept. 18

10-11:30 p.m. -- "The Chevy Chase" starring Chevy Chase and John Belushi

Saturday, Sept. 19

10-11:30 p.m. -- "The Chevy Chase" starring Chevy Chase and John Belushi

11-11:30 p.m. -- "The Chevy Chase" starring Chevy Chase and John Belushi

11:30-12:30 a.m. -- "The Chevy Chase" starring Chevy Chase and John Belushi

12:30-1:30 a.m. -- "The Chevy Chase" starring Chevy Chase and John Belushi

1:30-2:30 a.m. -- "The Chevy Chase" starring Chevy Chase and John Belushi

Sunday, Sept. 20

9-10 p.m. -- "The Chevy Chase" starring Chevy Chase and John Belushi

10-11:30 p.m. -- "The Chevy Chase" starring Chevy Chase and John Belushi

11-11:30 p.m. -- "The Chevy Chase" starring Chevy Chase and John Belushi

12-12:30 a.m. -- "The Chevy Chase" starring Chevy Chase and John Belushi

1-2:30 a.m. -- "The Chevy Chase" starring Chevy Chase and John Belushi

Tuesday, Sept. 21

8-9:30 p.m. -- "The Chevy Chase" starring Chevy Chase and John Belushi

4 - NBC-TV Network Colorcast Schedule for September

Monday, Sept. 21

10-10:30 p.m. -- "The Arthur Murray Party"

Tuesday, Sept. 22

9-10:30 p.m. -- "A Toast to Jerome Kern" -- a musical extravaganza highlighting many of the composer's greatest musical scores.

Wednesday, Sept. 23

8:30-9 p.m. -- "The Price Is Right"

9-9:30 p.m. -- "Kraft Music Hall Presents The Dave King Show" (last program).

Thursday, Sept. 24

10:30-11 p.m. -- "Masquerade Party" (last program)

Friday, Sept. 25

8:30-9:30 p.m. -- "The Best of Durante" -- a special program highlighting great moments in the career of Jimmy Durante. Durante with guest stars.

Saturday, Sept. 26

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza"

Sunday, Sept. 27

8-9 p.m. -- "Sunday Showcase" presents "What Makes Sammy Run?" The two-part dramatization (part two on Oct. 4) of Budd Schulberg's novel stars Larry Blyden. Delbert Mann is producer-director.

9-10 p.m. -- "The Chevy Show," starring Roy Rogers and Dale Evans, with Edie Adams, Connie Francis, Eddy Arnold, Rafael Mendez, Pat Brady, the Pioneers, the Hollywood Square Dancers, the Rudells and special guest Audie Murphy

(more)





5 - NBC-TV Network Colorcast Schedule for September

Monday, Tuesday and Wednesday, Sept. 28, 29 and 30

6:30-7 a.m. -- "Continental Classroom" -- a college-level lecture-demonstration course. Teacher is Dr. John W. Baxter, on leave from his post as professor of chemistry at the University of Florida. Nobel Prize-winning chemists and other outstanding scientists will be guest lecturers. (premiere Monday, Sept. 28)

4-4:30 p.m. -- "Truth or Consequences"

Monday, Sept. 28

10-11 p.m. -- "The Steve Allen Show" -- music, comedy and variety starring Steve Allen, with guest stars. (premiere)

Tuesday, Sept. 29

9-9:30 p.m. -- "The Arthur Murray Party" (note new time period)

Wednesday, Sept. 30

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como Starring in the Kraft Music Hall" -- music, comedy and variety starring Perry Como, with guest stars.  
(premiere)

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NBC-New York, 8/10/59





JACK TRACY  
ROOM 320

## TRADE NEWS

2 COPIES X-H

August 11, 1959

'SPLIT PERSONALITY'--FIVE-DAY-A-WEEK AUDIENCE-PARTICIPATION SHOW  
STARRING TOM POSTON--TO START ON NBC-TV NETWORK SEPT. 28

"Split Personality," a new audience-participation program starring comedian Tom Poston as master of ceremonies, will make its debut as a Monday-through-Friday afternoon feature on the NBC-TV Network Monday, Sept. 28 (4:30-5 p.m. EDT), it was announced today by Carl Lindemann Jr., Vice President, Daytime Programs, for the NBC Television Network

A Goodson-Todman production, in association with the NBC-TV Network, "Split Personality" will be produced by Robert Rowe. It replaces "County Fair," currently telecast in the time-spot.

"Split Personality" is played by two contestants who try to identify a well-known man or woman from different sets of clues which split the personality in two for purposes of identification. Each time a player names the mystery personality, and wins a game, the number of prizes at stake increases. When a player wins two games in a row, he wins the match and receives all the prizes. He then has an opportunity to try for the jackpot prize by naming the two well-known people shown in a composite photograph.

(more)





2 - 'Split Personality'

Tom Poston has been a regular member of "The Steve Allen Show" for the past three seasons, often appearing as the "man in the street" who could never remember his name. During the past year he also appeared on Broadway where he starred in the comedy, "Drink to Me Only," and had the leading role in "Romanoff and Juliet." He is also starred in the new play, "The Golden Fleecing," which opens on Broadway in October.

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NBC-New York, 8/11/59



COLORCAST

NBC TELEVISION NETWORK



NEWS

August 11, 1959

ART CARNEY WILL STAR IN 'THREE BY ONE'--TRIO OF ONE ACT PLAYS--  
ON AN NBC-TV NETWORK 90-MINUTE SUNDAY NIGHT COLOR SPECIAL

Art Carney will star in a Sunday night colorcast special, "Three by One" -- a trio of one-act plays -- during the Fall-Winter season, on the NBC-TV Network. The 90-minute special (time to be announced) will be entirely apart of his eight Friday night specials previously scheduled for the 1959-60 season.

"Three by One" will be produced on color video tape by David Susskind for Talent Associates Aug. 27 through Aug. 29 in the NBC Brooklyn Studios. Carney will be the sole star of the program. The only other cast members will be 30 extras in one of the three plays. The dramas are: Anton Chekov's "On the Harmfulness of Tobacco," adapted for television by Harry Muheim; "Vaudeville," an original play by Larry Gelbart and Shelly Keller, and another original, "Call Me Back," by Tony Webster.





COLORCAST

NBC TELEVISION NETWORK



NEWS

August 11, 1959

'A NIGHT AT THE PALACE'--A VALENTINE TO VAUDEVILLE--  
STARRING GEORGE BURNS AND GUEST STARRING JACK BENNY,  
WILL BE PRESENTED AS A FORD TUESDAY SPECIAL ON NBC

"A Night at the Palace," starring George Burns and guest starring Jack Benny among many of the headliners of vaudeville who played the famous theatre, will be presented as one of the Ford series of specials to be colorcast on Tuesday nights (9:30-10:30 p.m. NYT) over the NBC-TV Network during the 1959-60 season.

A date for the show, described by executive producer Hubbell Robinson as "a valentine to vaudeville," will be announced.

In addition to a half dozen of the established stars who played New York's Palace, which became the goal of every vaudeville act, "A Night at the Palace" will also star six of the current stars "who would play the Palace were vaudeville there today." Already set is young singer Bobby Darrin.

"A Night at the Palace" will be produced and written by Mac Benoff, and will be co-produced by Hubbell Robinson Productions, Inc., and Banda Productions.

From humble origin in barrooms, vaudeville came to be the attraction in hundreds of theatres throughout the United States between the 1880's and 1930's. Its greatest center was the Palace.

(more)



2 - 'A Night at the Palace'

Stars who played there, in addition to Burns and Benny, included Lillian Russell, Weber and Fields, Eva Tanguay, George M. Cohan, Mae West, Harry Houdini, W. C. Fields, Will Rogers, Eddie Cantor, the Marx Brothers and Fred Allen.

Radio entertainment and the arrival of "talking" motion pictures brought about vaudeville's decline.

George Burns, with his wife, Gracie Allen, started in vaudeville more than three decades ago -- and became one of the nation's most popular domestic comedy duos. Jack Benny, who helped make Waukegan famous and who made a virtue out of being miserly, also started three decades ago in vaudeville, despite his "39-year" age. With his wife, Mary Livingstone, he became one of the country's top-ranking comedians. Both Burns and Benny are noted for their timing, and their ability to put across any comic situation.

The series of 39 Tuesday night special-colorcasts, beginning on Oct. 6, is sponsored by the Ford Motor Company through J. Walter Thompson Company.

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NBC-New York, 8/11/59







August 11, 1959

NBC-TV ROSTER OF CREATIVE PRODUCTION TALENT FOR 1959-60 SPECIALS  
IS AUGMENTED BY SEVEN TOP NAMES FOR WEST COAST ORIGINATIONS

Adding to the already-distinguished list of creative production talent assigned to the more than 200 specials to be presented on the NBC-TV Network during the 1959-60 season, seven personalities have been named to shows that will originate on the West Coast.

Charles Isaacs has been named producer and writer for the two Jimmy Durante specials, "An Evening with Jimmy Durante" Friday, Sept. 25 (8:30-9:30 p.m. NYT), and "Give My Regards to Broadway" Sunday, Dec. 6 (8-9 p.m. NYT).

Bob Wells will be producer-writer of "A Toast to Jerome Kern" Tuesday, Sept. 22 (9-10:30 p.m. NYT) and recently held the same assignment on "The Gene Kelly Show" which was produced on video tape and will be telecast Thursday, Dec. 10 (8-9 p.m. NYT).

Ralph Levy will be producer-director of a telecast starring Cyd Charisse in the series of specials for Ford (Tuesdays, 9:30-10:30 p.m. NYT). Named producer for

(more)



2 - Production Talent

the six Jerry Lewis specials next season was Ernie Glucksman, and Jack Shea will direct the six Bob Hope specials for Buick.

Alan Handley will be producer-director of the awards presentations by the National Academy of Recording Arts and Sciences to be televised Sunday, Nov. 29 (8-9 p.m. NYT), and also of the Oscar Award presentations by the Academy of Motion Picture Arts and Sciences next May.

Jack Donohue will be producer-director of two specials starring Dean Martin.

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NBC-New York, 8/11/59





COLORCAST

NBC TELEVISION NETWORK



NEWS

August 11, 1959

BARRIE CHASE TO BE FEATURED IN NBC COLORCAST  
OF 'ANOTHER EVENING WITH FRED ASTAIRE'

Barrie Chase, who rose to overnight national fame following her TV debut on "An Evening with Fred Astaire," returns as a featured member of the cast of "Another Evening with Fred Astaire," forthcoming one-hour special NBC-TV Network colorcast, Wednesday, Nov. 4 (9-10 p.m. NYT).

Barrie will appear with permission of 20th Century-Fox, where she has been under contract since her TV triumph which resulted in numerous offers and awards for the brown-eyed titian-haired beauty.

Miss Chase danced three numbers with Astaire in last season's special, including "Change Partners," "Man with the Blues" and "St. James Infirmary."

Her numbers for the November special will be announced shortly.

Astaire, Miss Chase and the cast are due to begin rehearsal for the Fall show this week.



NBC TELEVISION NETWORK



NEWS

August 11, 1959

ROSTER OF NEW NBC-TV NETWORK  
FALL-WINTER PROGRAMS

Following is a brief description of each of the new NBC-TV Network Fall programs, listed alphabetically. (NOTE: programs are listed chronologically at the end of this release.) All times are New York Time.

"Bachelor Father" -- a filmed situation comedy series based on the adventures of Hollywood lawyer, Bentley Gregg (John Forsythe), his teenage niece Kelly (Noreen Corcoran) and his houseboy Peter (Sammee Tong). Thursdays, 9-9:30 p.m. New films start Sept. 17.

"Bonanza" -- a new one-hour Western color film series which deals with three half-brothers who, with their father, operate a ranch in the vicinity of Virginia City, Nevada just after the turn of the century. Conflict arises from their efforts to protect the natural resources of the area from the invasion of transients drawn there by the discovery of silver. Pernell Roberts, Dan Blocker and Michael Landon play the half-brothers, Lorne Greene, the father. Saturdays, 7:30-8:30 p.m. starting Sept. 12.

(more)





## 2 - New Fall Shows

"The Deputy" -- a new Western adventure film series starring Henry Fonda as Chief Marshal Simon Fry, who operates out of Prescott in the Southwest Arizona Territory in the 1880's. Allen Case co-stars as Clay McCord -- the deputy. Featured are Wallace Ford and Betty Lou Keim. Saturdays, 9-9:30 p.m., starting Sept. 12.

"Fibber McGee and Molly" -- a new film series based on the comic adventures of the famous residents of "79 Wistful Vista." Bob Sweeney and Cathy Lewis play the title roles. Hal Peary is Mayor LaTrivia, Addison Richards plays Doc Gamble and Barbera Beaird is seen as Teeney, "the little girl next door." Tuesdays, 8:30-9 p.m., starting Sept. 15.

"Five Fingers" -- a new one-hour film series based on the spy story "Operation Cicero," by L. C. Moyzisch, which tells of an American agent assigned to break up a Soviet espionage ring by joining its rank-and-file. Agent Victor Sebastian is played by David (Al) Hedison. Luciana Paluzzi plays Marquise Simone Genet. Saturdays, 9:30-10:30 p.m., starting Oct. 3.

"The Ford Series" of Specials -- a new color series of the biggest special hours ever presented on TV for one sponsor. The first program -- "The Wonderful World of Entertainment" -- is an excursion in depth into every phase of American entertainment. Tuesdays, 9:30-10:30 p.m., starting Oct. 6.

(more)



### 3 - New Fall Shows

"Friday Specials" -- a series of full-hour colorcast specials comprising music, drama, news features and comedy.

Fridays, 8:30-9:30 p.m., starting Sept. 11.

"Laramie" -- a new one-hour color film series dramatizing the struggles of two brothers operating a stagecoach relay station in the Old West. John Smith and Robert Crawford Jr. co-star as Slim and Andy Sherman. Hoagy Carmichael is featured as Jonesy, a family friend and handyman, and Robert Fuller plays Jess Harper. Tuesdays, 7:30-8:30 p.m., starting Sept. 15.

"Love and Marriage" -- a new filmed situation comedy series set against a Tin Pan Alley background, starring William Demarest as William Harris, a veteran music publisher. The supporting cast is headed by musical comedy star Stubby Kaye and singer Kay Armen. Featured are Jeanne Bal and Murray Hamilton. Mondays, 8-8:30 p.m., starting Sept. 21.

"The Man and the Challenge" -- a new filmed action-and-adventure series starring George Nader as Glenn Barton, a scientist assigned by the government to test, study and extend the limits of human endurance by working in actual areas and situations of danger. Saturdays, 8:30-9 p.m., starting Sept. 12.

"Our American Heritage" -- six full-hour dramas based on little-known, but significant episodes and conflicts in the lives of great Americans. Sundays, Oct. 18, Nov. 22, Jan. 24, Feb. 21, March 20 and April 10, 8-9 p.m.

(more)





#### 4 - New Fall Shows

"Richard Diamond" -- filmed detective-adventure series starring David Janssen in the title role of the suave and debonair private eye. Mondays, 7:30-8 p.m., starting Oct. 5.

"Riverboat" -- a new full-hour filmed historical action-adventure series starring Darren McGavin as Grey Holden, owner of the steamboat Enterprise. Burt Reynolds is featured as Captain Dick Steel in this story of life on the Mississippi in the 1840's. Sundays, 7-8 p.m., starting Sept. 13.

"Staccato" -- a new filmed mystery-adventure series based on the exploits of Johnny Staccato (John Cassavetes), a laconic young private eye. Also starred are Eduardo Ciannelli, as the proprietor of a Greenwich Village jazz joint, and Chick Chandler, as Staccato's police pal. Thursdays, 8:30-9 p.m., starting Sept. 10.

"Sunday Showcase" -- a full-hour colorcast series of top-quality drama specials utilizing the talents of such leading directors as John Frankenheimer and Delbert Mann. Eighteen Sundays (not consecutive), 8-9 p.m., starting Sept. 20.

"Tales of the Plainsman" -- a new Western-adventure film series depicting the exploits of an Apache Indian (Michael Ansara) who serves as a deputy U. S. marshal in the New Mexico Territory of 1885. Thursdays, 7:30-8 p.m., starting Oct. 1.

(more)



## 5 - New Fall Shows

"Troubleshooters" -- a new filmed drama series built around the exciting, far-flung adventures of crack construction supervisors. Keenan Wynn and former Olympic decathlon star Bob Mathias are starred. Fridays, 8-8:30 p.m., starting Sept. 11.

"Wichita Town" -- Joel McCrea stars as Wichita's U. S. marshal Mike Dunbar in this new filmed Western series. His son Jody is featured in the role of the marshal's friend Ben Matheson, foreman of the Circle J Ranch in West Texas. Wednesdays, 10:30-11 p.m., starting Sept. 30.

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### 'A Chronological List of Programs Described in This Release'

#### Sunday

- 7-8 p.m. -- "Riverboat" -- (starts Sept. 13)
- 8-9 p.m. -- "Sunday Showcase" -- (starts Sept. 20, in color)
- 8-9 p.m. -- "Our American Heritage" -- (first program Oct. 18)

#### Monday

- 7:30-8 p.m. -- "Richard Diamond" -- (starts Oct. 5)
- 8-8:30 p.m. -- "Love and Marriage" -- (starts Sept. 21)

#### Tuesday

- 7:30-8:30 p.m. -- "Laramie" -- (starts Sept. 15)
- 8:30-9 p.m. -- "Fibber McGee and Molly" -- (starts Sept. 15)
- 9:30-10:30 p.m. -- "Ford Series" of Specials -- (starts Oct. 6, in color)

#### Wednesday

- 10:30-11 p.m. -- "Wichita Town" -- (starts Sept. 30)

(more)





6 - New Fall Shows

Thursday

7:30-8 p.m. -- "Tales of the Plainsman" -- (starts Oct. 1)

8:30-9 p.m. -- "Staccato" -- (starts Sept. 10)

9-9:30 p.m. -- "Bachelor Father" -- (new series begins Sept. 17)

Friday

8-8:30 p.m. -- "Troubleshooters" -- (starts Sept. 11)

8:30-9:30 p.m. -- "Friday Specials" -- (starts Sept. 11)

Saturday

7:30-8:30 p.m. -- "Bonanza" -- (starts Sept. 12, in color)

8:30-9 p.m. -- "The Man and the Challenge" -- (starts Sept. 12)

9-9:30 p.m. -- "The Deputy" -- (starts Sept. 12)

9:30-10:30 p.m. -- "Five Fingers" -- (starts Oct. 3)

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NBC-New York, 8/11/59



2 COPIES X-H



August 12, 1959

THREE FULL-HOUR 'PROJECT 20' PROGRAMS TO BE BUILT  
FROM THE ROUSING DRAMA OF RECENT AMERICAN PAST

Three full-hour "Project 20" programs will be newly built from the rousing drama of the recent American past for presentation by the NBC-TV Network during the 1959-60 season, according to an announcement today by Donald B. Hyatt, director of NBC Special Projects.

Two of the shows, "Not So Long Ago" and "Life in the Thirties," will blend narration with factual film and music of the time in the way that has regularly won high ratings and critical acclaim for "Project 20" events. The third, "That Ragtime Revolution," will be taped and filmed.

"Not So Long Ago" will be a light-hearted re-creation of five "peace -- it's wonderful!" years -- 1945 to 1950.

"Life in the Thirties" will recapture the people, the events, the songs, and the crazes that made up the fateful decade 1929-1939.

"That Ragtime Revolution" will deal with a period and musical area which have been virtually untouched in television. This will be a raffish, rowdy, melodious hour telling the story of the now almost-forgotten ragtime rage which revolutionized American popular music and paved the way for jazz.

(more)





The creative personnel who made "Victory at Sea" and earlier "Project 20" programs have been assigned to the three new shows. Their names, long familiar on NBC-TV credit crawls: Donald B. Hyatt, producer-director; Richard Hanser, scripts; Robert Russell Bennett, music; Daniel B. Jones, film research.

The three new productions will be in addition to a "Project 20" program previously announced for presentation in 1959-60: "Mark Twain's America," an hour-long portrayal of Twain's life and times which will blend the still-picture animation technique developed in "Meet Mr. Lincoln" with film to be shot in authentic locations.

The "Project 20" programs are slated for the "Sunday Showcase" and the Friday night specials time-periods. Playdates will be announced.

Production of "Not So Long Ago" (1945-1950) will strike a note new to "Project 20," Hyatt said, adding:

"This will be oriented more toward personality and human interest -- social history -- rather than earth-shaking political diplomatic, or economic events. We have selected the theme for its appeal to an audience which can identify with what is happening on the screen -- for the shock of recognition it will provide, along with a sense of surprise and even astonishment that so much happened to the viewer in so short a time. These were the time-out-for-peace years, five years that produced more rapid and colorful changes in the American scene than any other five years in our history.

"The program will be concerned with the surface of events as ordinary people experienced them -- how people looked and talked and acted and reacted. There will be no heavy analysis-in-depth, no voice-of-doom commentary, no whither-are-we-drifting. We hope to attain a light and humorous touch."

(more)



### 3 - Project 20

Recalling the late Fred Allen's much admired running commentary for "The Jazz Age," the earlier "Project 20" program about the Twenties, Hyatt said that "Not So Long Ago" will have an equally unconventional narrator.

"Life in the Thirties" (1929-1939) will pick up chronologically right after "The Jazz Age" and lead on to "Victory at Sea."

"It will recapture the vivid themes that took the U. S. from an unprecedented depression through the long uphill struggle to a 'normality' symbolized by the New York World's Fair of 1939-1940," Hyatt said. "It will recall the depths of the depression and the unconventional social reforms as well as the fads and sensations of the era: Benny Goodman and swing, jitterbugging, the Lambeth Walk, cafe society, bingo, bank night at the movies, the repeal of Prohibition, the trial of Bruno Richard Hauptmann, the Hindenburg disaster."

Franklin D. Roosevelt's fireside chats will be a part of the program as well as commentary by Will Rogers, Robert Benchley, Fred Allen, Jack Benny, Hugh Johnson and Alf Landon. Many other figures of the day will be seen once more, among them George VI and the Windsors, the Brain Trust, Huey Long, Gerald L. K. Smith, Father Coughlin, Fritz Kuhn, John Nance Garner, and Arturo Toscanini with the NBC Symphony Orchestra.

Robert Russell Bennett's orchestral score will recall hit tunes of the day by Cole Porter, Jerome Kern, Richard Rodgers, Kurt Weill, Harold Arlen, Harold Rome and others.

(more)







The large-scale "Project 20" provides a picture-word-and-music panorama of America that begins with the emergence of Abraham Lincoln and comes down to the present.

Its programs include, chronologically, "Meet Mr. Lincoln," "Mark Twain's America," "The Innocent Years" (1900-1917) "The Great War" (1917-1919), "The Jazz Age" (1919-1929), "Life in the Thirties" (1929-1939), as well as "Victory at Sea" (Pearl Harbor to the end of World War II) and "Three, Two, One -- Zero!" (the coming of the Atomic Age). In addition, there were "Nightmare in Red" (the rise of Communism), "The Twisted Cross" (the rise and fall of Adolf Hitler), and "Call to Freedom" (the struggle for national independence as exemplified by modern Austria).

One of the most honored among TV enterprises, "Project 20" has won 25 major awards, including the Peabody, the Emmy, the Robert J. Flaherty, the Freedoms Foundation, the Sylvania, the Ohio State, the Christopher, the Robert E. Sherwood, the Navy Distinguished Public Service, as well as an Edinburgh Film Festival citation.

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NBC-New York, 8/12/59





August 12, 1959

JOHN FORSYTHE CAST AS SAMMY'S DISCOVERER AND MENTOR  
IN TWO-PART "WHAT MAKES SAMMY RUN?" DRAMATIZATION  
ON NBC'S "SUNDAY SHOWCASE" SEPT. 27 AND OCT. 8

John Forsythe has been cast in the role of Al Manheim in  
"What Makes Sammy Run?" -- two-part dramatization of Budd Schulberg's  
novel -- on NBC-TV Network's "Sunday Showcase" colorcasts Sundays,  
Sept. 27 and Oct. 4 (8 to 9 p.m. EDT).

Forsythe currently stars in "Bachelor Father" on NBC-TV  
Thursdays (9 p.m. EDT). His TV dramatic credits included "Miracle in  
the Rain" and "Wuthering Heights."

He earned wide attention for his Broadway role of Lieutenant  
Frisby in "Teahouse of the August Moon" which enjoyed a two-year run  
in New York. He also appeared as Henry Fonda's replacement in  
"Mr. Roberts" on Broadway and in "Woman Bites Dog" and "It Takes Two."

Forsythe played lead roles in several movies including  
Alfred Hitchcock's "The Trouble with Harry," "Nothing But the Truth"  
and "The Ambassadors."

In "What Makes Sammy Run?" Forsythe portrays Sammy's (Larry  
Blyden's) discoverer and mentor, who like Sammy is trapped in the con-  
flict of wealth versus creativity.

The adaptation has been written by Budd Schulberg and his  
brother, Stuart Schulberg. Robert Alan Aurthur is the executive pro-  
ducer and Academy Award-winner Delbert Mann will direct.

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COLORCAST

NBC TELEVISION NETWORK



NEWS

August 12, 1959

FORMER TENNIS CHAMPIONS JACK KRAMER AND BILL TALBERT TO TEAM  
WITH BUD PALMER AS COMMENTATORS FOR NBC COLORCAST COVERAGE  
OF THE DAVIS CUP CHALLENGE ROUND AUG. 29 AND 30

Former tennis champions Jack Kramer and Bill Talbert and  
sportscaster Bud Palmer will team up as commentators for NBC-TV  
Network's colorcast coverage of the Davis Cup Challenge Round at the  
West Side Tennis Club in Forest Hills, N. Y., Saturday and Sunday,  
Aug. 29 and 30.

NBC-TV will televise the Cup doubles match Aug. 29 and the  
two concluding singles matches Aug. 30. The Challenge Round play  
opens with a pair of singles matches Aug. 28. The United States is  
the defender in this year's Challenge Round, and will oppose the  
winner of the Australia-India interzone finals Aug. 14-16.

On Aug. 29, the doubles match, following NBC-TV's "Major  
League Baseball" telecast seen on most stations, will be presented on  
color video tape from 5 p.m. EDT to conclusion (approximately 7 p.m.)  
on the NBC-TV Network except for WRCA-TV in New York; on WRCA-TV it  
will be presented live in color starting at 2:30 p.m. EDT.

On Aug. 30, the Davis Cup colorcast on the network (exclud-  
ing WRCA-TV) again will follow the baseball game seen on most

(more)



2 - Davis Cup

stations, starting at approximately 3:30 p.m. EDT and continuing to conclusion, with portions of the first singles match played before the starting time being video taped for presentation during this color-cast; on WRCA-TV the starting time will be 2:30 p.m. EDT.

Both Kramer and Talbert are Davis Cup veterans themselves. Talbert was a member of six Cup teams, and Kramer was a three-time member before he turned professional. Both were on the team that returned the Davis Cup to the United States from Australia in 1946. Talbert also was the team captain from 1953 through 1957.

Palmer and Kramer were the commentators for NBC-TV's Davis Cup coverage in 1955, the last time the Challenge Round was played in the United States. NBC-TV also televised the Davis Cup Challenge Round in 1947, 1948, 1949 and 1950, the other years since World War II that it has been played in this country.

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NBC-New York, 8/12/59





BEN ALEXANDER AND JACK SMITH TO SUB FOR EMCEE

JACK BAILEY ON 'QUEEN FOR A DAY' TELECASTS

Two noted performers will sub for Jack Bailey as emcee of NBC-TV Network's "Queen for a Day" during the next two weeks while jovial Jack is vacationing. Ben Alexander, who is featured on the network's "Dragnet" program, will emcee the Monday-through-Friday (2 p.m. EDT) audience-participation show during the week starting Monday, Aug. 17, and singer Jack Smith will take over for the week of Aug. 24.

GREER GARSON SIGNED FOR A 'STACCATO' EPISODE

Greer Garson has been signed as guest star in an episode of "Staccato," NBC-TV Network Fall-Winter series starring John Cassavetes. Miss Garson will portray a film actress who seeks help from Johnny Staccato (Cassavetes), a pianist who does private detective work on the side. Richard Carr will write the teleplay. "Staccato" will be telecast Thursdays, beginning Sept. 10 (8:30-9 p.m. NYT).

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NBC-New York, 8/12/59



## NORMAN ABBOTT SIGNED TO DIRECT TWO 'LOVE AND MARRIAGE' TELEPLAYS

Norman Abbott has been signed to direct the first two "Love and Marriage" teleplays when the new NBC-TV comedy series resumes production Wednesday, Sept. 9. The initial 13 episodes of the series, which starts on the NBC-TV Network Monday, Sept. 21 (8 p.m. EDT), were filmed earlier this year under the direction of Bob Sweeney, now busy starring in the "Fibber McGee and Molly" programs for NBC-TV's Fall-Winter Schedule.

"Love and Marriage" stars William Demarest and co-stars Jeanne Bal, Stubby Kaye, Kay Armen and Murray Hamilton.

## VICTOR BORGE HAS TWO CONCERT DATES IN STOCKHOLM

Victor Borge will make a sentimental journey before his return to the United States this Fall -- a journey to Stockholm. Borge, star of "The Victor Borge Show" on the "Pontiac Star Parade" on the NBC-TV Network Friday, Oct. 16 (9-10 p.m. NYT) will appear at the Stockholm Concert Hall on Sept. 9 and 12. The two concerts follow a series of one-night appearances in England and Scotland during the first week of September. On Aug. 7, Borge appeared as soloist and conductor of the Danish Radio Symphony at Tivoli Garden in Copenhagen, Denmark. Five hours after tickets went on sale for the Copenhagen appearance the enormous Garden was sold out.

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NBC-New York, 8/12/59





COLORCASTS

NBC TELEVISION NETWORK



NEWS

August 12, 1959

DAVID ROSE NAMED MUSICAL DIRECTOR FOR FRED ASTAIRE COLORCAST

Composer-conductor David Rose, who won an Emmy for his musical contributions last season to "An Evening with Fred Astaire," has been signed to assume duties in mid-September as musical director for NBC-TV Network's "Another Evening with Fred Astaire," one hour colorcast scheduled for Wednesday, Nov. 4 (9-10 p.m. EST). At present, Rose is composing and conducting the score for the film "All God's Children."

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JACK BROOKS AND MILT ROSEN TO JOIN IN WRITING

ROY ROGERS-DALE EVANS 'CHEVY SHOW'

Jack Brooks and Milt Rosen, writers on "The Chevy Show" colorcasts starring Janet Blair and John Raitt (NBC-TV Network, Sundays, 9-10 p.m. EDT) also will share the writing credits for "The Chevy Show" starring Roy Rogers and Dale Evans, to be colorcast Sunday, Sept. 27 (NBC-TV, 9-10 p.m. EDT). Guests on Sept. 27, as previously announced, are Edie Adams, Connie Francis, Eddy Arnold, Rafael Mendez, Pat Brady, the Pioneers, the Hollywood Square Dancers, the Rudells and special guest star Audie Murphy.

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# TRADE NEWS

JACK TRACY  
ROOM 320

2 COPIES X-H

August 13, 1959

NBC-TV RECEIVES SEVEN ORDERS FOR SPONSORSHIP  
IN THREE NEW FULL-HOUR ADVENTURE SERIES--  
'LARAMIE,' 'BONANZA' AND 'FIVE FINGERS'

Seven orders for sponsorship in three of the NBC Television Network's new full-hour adventure series -- "Laramie," "Bonanza" and "Five Fingers" -- were announced today by Don Durgin, Vice President, NBC Television Network Sales.

Thirds of "Laramie" (Tuesdays, 7:30-8:30 p.m. NYT) have been purchased by the Liggett & Myers Tobacco Company and the Anahist Research Division of Warner-Lambert Pharmaceuticals, Inc.

The Anahist Division has also bought thirds of "Five Fingers" (Saturdays, 9:30-10:30 p.m. NYT). The Corning Glass Works and Midas, Inc., have also purchased thirds of "Five Fingers."

Alternate half-hours of "Bonanza" (Saturday colorcasts, 7:30-8:30 p.m. NYT) have also been purchased by Liggett & Myers. RCA has previously purchased alternate hours of "Bonanza."

"Laramie," which will premiere on Tuesday, Sept. 15, stars John Smith, currently appearing in "Cimarron City," and will also feature Hoagy Carmichael, Robert Fuller and Robert Crawford Jr. Guest stars who have already been lined up for early episodes in the series include Dan Duryea, Nanette Fabray, Eddie Albert, Ernest Borgnine,

(more)





Marsha Hunt, Jack Warden, Nehemiah Persoff, John Williams and Edgar Bergen (and Charlie McCarthy).

Being filmed by Revue Productions, "Laramie" will focus on a wild corner of Wyoming in the years following the Civil War, where three men and a boy struggle to operate a ranch and a stagecoach station. Revue's Richard Lewis is executive producer of the series, and John Champion producer.

"Five Fingers" is NBC-TV's new international espionage adventure series starring television's newest romantic leads, David Hedison and Luciana Paluzzi. Under executive chief Martin Manulis at 20th Century-Fox, "Five Fingers" is being filmed against the sophisticated backdrops of many of Europe's capitals, with Herbert Bayard Swope Jr. as producer.

"Bonanza," the new NBC-TV action-adventure series, is being filmed against the spectacular settings of the Lake Tahoe-Virginia City area to be telecast in color next season. Besides the series' stars -- Lorne Greene, Pernell Roberts, Dan Blocker and Michael Landon -- such guest stars as Yvonne DeCarlo, Jack Carson, Ida Lupino, Barry Sullivan, Inger Stevens and Alan Hale Jr., will be seen in the series. David Dortort is producer and the popular songwriting team of Jay Livingston and Ray Evans wrote the theme and the score.

The Anahist purchase was made through Ted Bates & Company. Liggett & Myers placed its order through McCann-Erickson, Inc., and the Corning purchase was made through N. W. Ayer & Son. The Midas purchase was made through its agency, Edward H. Weiss & Company of Chicago.

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NBC-New York, 8/13/59



NBC TELEVISION NETWORK



NEWS

August 13, 1959

NAN MARTIN SIGNED TO FEATURED ROLE IN 'SUNDAY SHOWCASE'  
PREMIERE DRAMA, 'PEOPLE KILL PEOPLE SOMETIMES'

Nan Martin has been signed to a featured role in "People Kill People Sometimes," the opening colorcast of "Sunday Showcase" on the NBC-TV Network Sunday, Sept. 20 (8-9 p.m. EDT).

Miss Martin, currently appearing as Sarah in the Archibald MacLeish play, "JB," will portray Nancy, the other woman, in the "Sunday Showcase" drama.

"People Kill People Sometimes" is an original play written by S. Lee Pogostin and will star Geraldine Page as Virginia Reed, the wife, and George C. Scott as Dr. Richard Bryan. Special guest star Jason Robards Jr. will portray Alex, the husband.

Before her role in "JB," Miss Martin appeared in the Broadway productions of "Story for a Sunday" with Katharine Cornell and "The Constant Wife" with Brian Aherne. She also appeared in the film, "The Man in the Gray Flannel Suit."

John Frankenheimer will direct the play. Robert Alan Aurthur is executive producer.

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August 13, 1959

JOHN RAITT IN BURBANK HOSPITAL BENEFIT SHOW

John Raitt, co-star of "The Chevy Show" Sunday colorcasts on the NBC-TV Network, will appear at the "Dixieland Under the Stars" Concert in the Burbank (Calif.) Starlight Bowl Friday, Aug. 28 for the benefit of Saint Joseph Hospital. The concert will feature four of America's top Dixieland bands: The Firehouse Five Plus Two, Matty Matlock's Band, Teddy Buckner's Band and Joe Darensbourg and His Dixie Flyers. Debbie Reynolds will head a contingent of guests from Hollywood.

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CORRECTION, PLEASE

NOTE TO EDITORS: In the NBC Daily News Report of Aug. 12, the headline of the story on John Forsythe's casting in "What Makes Sammy Run?" listed a wrong date for Part II of the "Sunday Showcase" two-week feature on the NBC-TV Network. The program dates -- as correctly listed in the story text -- are Sept. 27 and Oct. 4.

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COLORCAST

2 COPIES X-H



August 14, 1959

ENCORE COLORCAST OF 'THE CRADLE SONG'

Helen Hayes, Judith Anderson, Siobhan McKenna  
Signed for New Production of Religious Drama  
on 'The Hallmark Hall of Fame' April 10

RELEASE MONDAY A.M., AUG. 17

"The Hallmark Hall of Fame" will present an NBC-TV Network encore colorcast of "The Cradle Song" during its 1959-60 season, with the gifted trio of Helen Hayes, Judith Anderson and Siobhan McKenna in the starring roles, producer-director George Schaefer announced today.

The 90-minute drama of convent life, an outstanding success of the 1956 TV drama season, will be taped in advance for presentation on the NBC-TV Network on Sunday, April 10 (6:30-8 p.m. EST). The adaptation by James Costigan of the play by Gregorio and Maria Martinez-Sierra will again be used.

Miss Anderson and Miss McKenna will repeat their roles as the Prioress and Sister Joanna of the Cross, respectively, and Miss Hayes as the Vicareess will be playing a role she rehearsed for the first "Hall of Fame" performance but was forced to abandon because of the fatal illness of her husband. The part was filled by the late Evelyn Varden.

(more)





"The Cradle Song" will go into rehearsals on Sept. 10 and the taped performance will take place at the NBC studio in Brooklyn on Sept. 27, Mr. Schaefer said. A 90-minute performance of Shakespeare's "The Tempest" has also been taped by Mr. Schaefer for presentation on the "Hall of Fame" series this season.

"The Cradle Song" is a simple but poignant story of a baby girl abandoned at the door of a Spanish convent of cloistered nuns. Sister Joanna of the Cross and the other novices plead for the baby's adoption by the order and their superiors finally relent. Carefully reared under the supervision of the sisters until she is 18, she then announces her decision to marry and go off in the world. Her marriage and departure constitute a climactic act of renunciation for the sisters who have been mothers to the girl.

Mr. Schaefer's repeat of "The Cradle Song" will mark the second time a successful drama has been recreated on the "Hall of Fame" series. He produced and directed Marc Connelly's "The Green Pastures" in 1957 and again last March, winning critical plaudits for both performances.

Mr. Schaefer will produce and direct "The Cradle Song" and Robert Hartung will be assistant producer-director, Sybil Trubin, talent consultant, and Gordon Wynne, production coordinator. Costumes will be designed again by Noel Taylor and sets by Robert Wightman.

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NBC-New York, 8/14/59



NBC TELEVISION NETWORK



NEWS

August 14, 1959

"COLOR TELEVISION WEEK" PROCLAIMED BY STATE OF NEVADA  
HONORING NBC-TV NETWORK'S "BONANZA" SERIES

Rex Bell, Acting Governor of the State of Nevada, has signed a proclamation declaring the week of Aug. 15-22 "Color Television Week in Nevada," thereby setting in motion plans for a three-day celebration that will be climaxed in Reno by the world premiere of NBC-TV's "Bonanza" hour-long color series.

The proclamation reads:

Whereas, the National Broadcasting Company, has produced in living color, 39 hour-long television episodes dealing with the earliest history of Virginia City, and

Whereas, each week for 39 weeks, starting Sept. 12, 1959, the Radio Corporation of America will sponsor on the 150 television stations of the National Broadcasting Company this Western feature titled "Bonanza," and

Whereas, this television production will do much to acquaint the world with the natural beauties of Northwestern Nevada as well as depicting the struggles of the pioneers of our great state, and

(more)





Whereas, a world premiere of the first episode of "Bonanza" will be held in Reno, Nevada on August 22, 1959, to give Nevadans the opportunity to view it prior to its general release and

Whereas, this feature in living color, catches much of the natural beauties of our state as they exist today and as they existed in our pioneer days,

Therefore, I, Rex Bell, Acting Governor of the State of Nevada, by authority vested in me, do hereby declare the Week of August 15 through August 22, 1959 "Color Television Week" in Nevada, and request all Nevadans who can do so to witness "Bonanza," in living color, on the final day of the week, and thereafter to follow its progress on the television stations of the nation.

Given under my hand and seal this seventh day of August, 1959.

"Bonanza's" premiere will be shown in the Granada Theatre, Reno, Saturday, Aug. 22, with the show's running cast and guest stars making personal appearances. The series will make its bow on NBC-TV Saturday Sept. 12 (7:30-8:30 p.m. NYT). Regular stars are Michael Landon, Lorne Greene, Pernell Roberts and Dan Blocker.

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NBC-New York, 8/14/59



COLORCAST

NBC TELEVISION NETWORK



NEWS

August 14, 1959

LEE KINSOLVING ASSIGNED ROMANTIC ROLE IN 'SUNDAY SHOWCASE'  
PREMIERE DRAMA, 'PEOPLE KILL PEOPLE SOMETIMES'

Lee Kinsolving has been added to the cast of "People Kill People Sometimes," the original drama by S. Lee Pogostin which will open NBC-TV Network's "Sunday Showcase" colorcast series Sunday, Sept. 20 (8-9 p.m. EDT).

Kinsolving will portray Andrew, the romantic interest for the central couple's daughter. Geraldine Page and George C. Scott will star in the drama with special guest star Jason Robards Jr. and Nan Martin in a featured role.

The 20-year-old actor is the son of Dr. Arthur Lee Kinsolving, rector of St. James Episcopal Church of New York City. During his career he has appeared principally in television roles.

Last Spring he was cast in NBC-TV Network's "Hallmark" presentation of "Ah, Wilderness!" He has also played in episodes of "Black Saddle," "Have Gun, Will Travel," "The Millionaire," and in dramas on "Playhouse 90," "Desilu Playhouse" and "Alcoa Theatre."

He was understudy to Ben Piazza in "Winesburg, Ohio" on Broadway.

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'SUNDAY SHOWCASE' COLORCASTS

NBC TELEVISION NETWORK



NEWS

August 14, 1959

SIDNEY BLACKMER AND DINA MERRILL SIGNED  
TO ROLES IN 'WHAT MAKES SAMMY RUN?'

Sidney Blackmer and Dina Merrill have been signed to roles in "What Makes Sammy Run?" the two-part dramatization on "Sunday Showcase" which will be colorcast Sundays, Sept. 27 and Oct. 4 on the NBC-TV Network (8-9 p.m. EDT).

Blackmer, who is currently starring on Broadway as Boss Finley in Tennessee Williams' "Sweet Bird of Youth," will play New York banker Harrington, who is "the money behind the Hollywood movie company." Miss Merrill has been cast as Harrington's divorcee daughter, Laurette.

In the 1949-50 Broadway season, Blackmer won the Donaldson and the Antoinette Perry Awards for his co-starring role with Shirley Booth in "Come Back, Little Sheba." His portrayal of Theodore Roosevelt in the Warner movie, "Teddy's Rough Riders," won him wide plaudits. Besides appearing in numerous Broadway shows and in over 200 motion pictures, Blackmer lists credits with almost all of the major television dramatic series.

Miss Merrill currently makes Hollywood her home where she has been in movies under a Hal Wallis contract. She starred with

(more)



2 - 'Sunday Showcase'

Jerry Lewis in "Don't Give Up the Ship" and recently finished a picture with Cary Grant and Tony Curtis entitled "Operation Petticoat." She has also appeared in several dramatic TV shows including a role with Jackie Gleason in the "Playhouse 90" production of "The Time of Your Life" last year.

Starring in "What Makes Sammy Run?" are Larry Blyden as Sammy Glick and John Forsythe as Al Manheim. The adaptation has been written by Budd Schulberg and his brother, Stuart Schulberg, and will be directed by Delbert Mann.

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NBC-New York, 8/14/59





\*-----\*  
| NBC-TV NETWORK PROGRAM |  
\*-----\*

'BLONDIE'--TELEVISION SERIES BASED ON FAMOUS COMIC STRIP--  
SCHEDULED ON NBC-TV NETWORK MONDAYS THROUGH FRIDAYS

"Blondie," the television series based on the long-running comic strip favorite created by Chic Young for King Features Syndicate, will be seen Mondays through Fridays (2:30 p.m. EDT) on the NBC-TV Network beginning Monday, Aug. 17. The half-hour TV version is based on the hilarious but highly confused domestic adventures of Blondie and Dagwood Bumstead. Featured are Arthur Lake as Dagwood; Pamela Britton, as the flighty Blondie; Hal Peary, as Herb Woodley, their scheming neighbor; Florenz Ames, as J. C. Dithers, Dagwood's boss, and Stuffy Singer and Ann Barnes, as the Bumstead children.

"Blondie," a program of proven appeal to the younger audience, replaces "The Court of Human Relations" which has been in the 2:30 time period since June 22.

The "Blondie" films to be repeated in the new schedule have achieved substantial nighttime audience successes in previous runs on NBC-TV.

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NBC-New York, 8/14/59



August 14, 1959

FORMER CHAMPIONS CLASH

- - -

Basilio Battles Fullmer for Middleweight Crown  
in 'Cavalcade of Sports' Bout Aug. 28

Attention, Sports Editors

In a clash of former champions Carmen Basilio of Chittenango, N. Y., and Gene Fullmer of West Jordan, Utah, battle it out over 15 rounds or less for the middleweight title Friday, Aug. 28, to be covered on "Gillette Cavalcade of Sports" by the NBC-TV and NBC Radio Networks (10 p.m. EDT).

The title fight will be staged at the Cow Palace in San Francisco. Jimmy Powers will be the ringside commentator for TV, and Don Dunphy and Win Elliot will be the radio reporters. The telecast will be blacked out in the San Francisco area.

The winner will be recognized as world middleweight champion by the National Boxing Association, which stripped Sugar Ray Robinson of his crown for failing to defend his title. Basilio is rated number one in the division by the NBA and Fullmer is number two.

(more)





This will be the first meeting between Basilio and Fullmer and figures to be one of the most exciting of middleweight championship bouts. Both broke even in two bouts with Robinson. Fullmer won and lost in 1957, scoring a decision to gain the title and then being stopped in five rounds four months later. Basilio traded split decisions with Sugar Ray, winning in September, 1957, to become the second welterweight champion ever to gain the middleweight crown, then losing in March, 1958, in the most recent middleweight title bout.

Fullmer has won nine straight since his bouts with Robinson, including two in 1959. Basilio has registered two knockouts, one this year. Their records follow:

	<u>Age</u>	<u>Bouts</u>	<u>Wins</u>	<u>Losses</u>	<u>Draws</u>	<u>Knockouts</u>
BASILIO:	32	74	54	13	7	27
FULLMER:	28	53	49	4	0	21

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NBC-New York, 8/14/59



Attention, Sports Editors

N. Y.'S NEWEST CENTER TO BE ORIGINATION POINT  
FOR "PHILLIES JACKPOT BOWLING"

NBC-TV Network's "Phillies Jackpot Bowling" show will originate from New York City's newest bowling emporium, the Woodhaven Lanes in Queens, starting with the Friday, Aug. 21 program (10:45 p.m. EDT, or immediately following fight telecast).

The ultra-modern bowling center, owned by sports promoter Emil Lence, opened July 29 with some of the nation's top bowlers on hand for the festivities. The 60 lanes at Woodhaven make it one of the largest in New York.

Bud Palmer emcees "Jackpot Bowling," which is sponsored by Phillies Cigars.

TIGERS-RED SOX GAMES ON 'MAJOR LEAGUE BASEBALL'

The Detroit Tigers will be hosts to the Boston Red Sox and Baltimore Orioles at Briggs Stadium in the "Major League Baseball" telecasts on the NBC-TV Network over the Aug. 22-23 weekend (blackened out by stations in major league markets).

The Red Sox play the Tigers on Saturday, Aug. 22, and the Orioles move in to oppose Detroit on Sunday, Aug. 23. TV time both days will be 2:25 p.m. EDT. Leo Durocher and Lindsey Nelson will be the sportscasters. Durocher's pre-game show will begin at 2:15 p.m. both days.

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NBC-New York, 8/14/59





NBC TELEVISION NETWORK



NEWS

August 14, 1959

'MURDER FOR CREDIT' IS THE PREMIERE DRAMA  
OF 'STACCATO' SERIES THURSDAY SEPT. 10

- - -

John Cassavetes Stars in Crime Detection Series

Premiere episode of NBC-TV Network's new "Staccato" series will be "Murder for Credit," directed by the series star, John Cassavetes.

"Staccato," a half-hour mystery series set in New York locales, will premiere on the NBC-TV Network Thursday, Sept. 10 (8:30-9 p.m. EDT).

"Murder for Credit," written by Richard Carr and Laurence Mascott, is the story of Lester Prince (played by Charles McGraw), once a top bandleader who is attempting a comeback and comes to Johnny Staccato (Cassavetes) for help when he learns someone is trying to poison him.

"Staccato" is a modern-jazz pianist whose need for making more money has led him into private detective work. Prince manages to give Staccato the names of four likely suspects, but before Staccato can locate the right one, Prince is murdered.

The four suspects are Prince's alcoholic wife, Rosemary (Marilyn Clark), his arranger, Jerry (Martin Landau), his young

(more)



2 - 'Staccato'

singer, Ellen (Bobbi Byrnes) and his business manager, Malvin (Mel Berger). Jimmy Joyce is also featured as Sgt. Jack Thomas.

Eduardo Ciannelli co-stars in the new NBC-TV series as Waldo, proprietor of Staccato's jazz hangout in New York's Greenwich Village where the private eye is "at home" to his clients.

\* \* \*

CREDITS FOR 'STACCATO' ON NBC-TV NETWORK
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TIME: Thursdays, 8:30-9 p.m. EDT, starting Sept. 10

STARRING: John Cassavetes as Johnny Staccato

CO-STARRING: Eduardo Ciannelli as Waldo

FORMAT: Mystery series set in New York locales  
involving cases where Johnny Staccato is  
hired, or becomes involved, and carries  
these cases to their resolution. Staccato  
is a jazz pianist whose need for making more  
money leads him into detective work. He  
hangs out in Waldo's, a jazz joint in New  
York's Greenwich Village.

PRODUCE BY: Revue Productions in association with the  
NBC-TV Network.

EXECUTIVE PRODUCER: William Frye

PRODUCER: Everett Chambers

DIRECTORS: Various ... John Cassavetes directed "Murder  
for Credit" (premiere).

(more)





3 - 'Staccato'

WRITERS: Various ... Richard Carr and Laurence  
Mascott wrote "Murder for Credit"  
(premiere).

MUSIC BY: Elmer Bernstein

DIRECTOR OF PHOTOGRAPHY: Lionel Lindon, A. S. C.

ART DIRECTOR: John Meehan

EDITORIAL SUPERVISOR: Richard G. Wray, A. C. E.

FILM EDITOR: Irving Schoenberg, A. C. E.

MUSICAL SUPERVISION: Stanley Wilson

SOUND: Earl Crain, Sr.

ASSISTANT DIRECTOR: James Hogan

SET DECORATOR: John McCarthy

COSTUME SUPERVISOR: Vincent Dee

SPONSORS: Bristol-Myers Co. and R. J. Reynolds  
Tobacco Co.

AGENCIES: Young & Rubicam, Inc., for Bristol-Myers  
Co., and William Esty Co., Inc., for  
R. J. Reynolds Tobacco Co.

NBC PRESS CONTACTS: Doug Duitsman (Hollywood) and Anne  
Morrissy (New York).

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NBC-New York, 8/14/59



# NBC RADIO NETWORK NEWS

August 14, 1959

NEW YORK TIMES RADIO-TELEVISION EDITOR JOHN P. SHANLEY  
AND FORMER SCREEN WRITERS GUILD HEAD RICHARD BREEN  
TO DISCUSS THEIR FIELDS ON 'CATHOLIC HOUR'

John P. Shanley, radio-television editor of the New York Times, and Richard Breen, motion picture writer and former president of the Screen Writers Guild, will examine American radio-TV and American movies, respectively, on the NBC Radio Network's "Catholic Hour" Sunday, Aug. 23 (2:30 p.m. EDT).

"A good many things have happened since Cecil B. DeMille got off the train that took him to a village called Hollywood to locate a site for the making of motion pictures half a hundred years ago," Breen will say.

"A good many cowboys have stood in the middle of a dusty street and said, 'Draw, stranger'; a good many jewel thieves have tiptoed out of Stateroom A; a good many theatrical producers have led the ingenue to the railing of a penthouse and said, 'That's Broadway down there. It's yours, my dear.' What of those millions of feet of film? Has the motion picture justified itself?"

Breen's answer: "In the words of Samual Goldwyn, I would like to answer definitely yes and no."

(more)





Speaking of TV, Shanley will ask himself this question, among others: "What is there about television that makes it more important than other media of communication and facets of our culture in shaping our destiny in the individual home, in the community, and ultimately in the nation as a whole?"

The talks are part of a five-week report on American culture being presented by the "Catholic Hour" this month. The program, an NBC Public Affairs presentation, is produced in cooperation with the National Council of Catholic Men.

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NBC-New York, 8/14/59



## WEDDING BELLS RING OUT IN REAL LIFE

### FOR 'FROM THESE ROOTS' PERFORMERS

There's plenty of romance on the NBC-TV Network's "From These Roots," but it isn't always in the script.

This past Wednesday (Aug. 12) two leading performers in the daytime dramatic serial, Len Wayland, who plays Dr. Buck Weaver, and Julie Bovasso, who portrays Rose Frazier, were married. Both met while acting in the series. Since Julie was in the show that afternoon, and rehearsals start in the morning, the wedding was held during the lunch break.

The couple, together with several members of the cast, dashed down to New York's City Hall, returning to the studio afterward. No long honeymoon is planned, however, for both appear regularly in the series -- unless, of course, they can talk the script writers into writing them out of the story for a week or two. ("From These Roots" is telecast Monday-through-Friday at 3:30 p.m. EDT).

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NBC-New York, 8/14/59





NBC TELEVISION NETWORK



NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

For Week of Aug. 23 - 29 (All Times EDT)

Sunday, Aug. 23

7-7:30 p.m. -- "Midwestern Hayride" -- Dean Richards is emcee.

The Roaring Twenties is the theme of tonight's program.

9-10 p.m. -- "The Chevy Show," starring Janet Blair and John Raitt, with tonight's guests Dorothy Kirsten, Jimmy Dean and Don Adams.

Monday through Friday, Aug. 24-28

4-4:30 p.m. -- "Truth or Consequences"

Monday, Aug. 24

10-10:30 p.m. -- "The Arthur Murray Party" -- guests on tonight's repeat program are Constance Bennett, Marie McDonald, Lew Parker, Betty Kean, composer Jimmy McHugh and singers Bob Carroll, Betty Ann Grove and Phyllis Newman.

Tuesday, Aug. 25

7:30-8 p.m. -- "Northwest Passage" -- tonight's repeat drama is "Stab in the Back."

NOTE: "The Jimmie Rodgers Show" will not be presented tonight due to NBC News' black-and-white special telecast of "Back to School."

Wednesday, Aug. 26

8:30-9 p.m. -- "The Price is Right" with Bill Cullen.

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2 - NBC-TV NETWORK COLORCAST SCHEDULE

Wednesday, Aug. 26 (continued)

9-9:30 p.m. -- "Kraft Music Hall Presents The Dave King Show."

Thursday, Aug. 27

10:30-11 p.m. -- "Masquerade Party" -- with Bert Parks as emcee.

Friday, Aug. 28

8-9 p.m. -- "Ellery Queen," starring Lee Philips. Tonight's repeat mystery drama is "Body of the Crime," starring Gloria De Haven, Ruth Warrick, Susan Cabot and Robert Webber.

Saturday, Aug. 29

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

5-7 p.m. -- "The Davis Cup Tennis Competition" (video tape)

8-9 p.m. -- "Perry Presents Tony Bennett, Jaye P. Morgan and The Modernaires."

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NBC-New York, 8/14/59





COLORCAST SERIES

2 COPIES X-H



August 17, 1959

LES BROWN AND HIS BAND OF RENOWN WILL BE REGULARS  
ON 'THE STEVE ALLEN SHOW' 1959-60 COLORCASTS

Les Brown and his Band of Renown will become regulars on "The Steve Allen Show" when the colorcast series resumes on the NBC-TV Network for the 1959-60 season -- on a new day and time -- Monday, Sept. 28 (10-11 p.m. NYT).

Brown, a well-known name in the band business since the early 30's gained some of his greatest fame during World War II when his records of "Mexican Hat Dance" and "Sentimental Journey" were national favorites. Later he toured a good part of the world with the Bob Hope troupe entertaining service personnel. For a number of years, Les Brown's orchestra appeared regularly on Hope's radio show.

A native of Reinerton, Pa., Brown began his musical career as a saxophonist. Early evidence of unusual talent prompted his parents to enroll him the Ithaca Conservatory of Music, where he learned theory, harmony and composition, and received special training in reed and woodwind instruments. While still in his teens, Les used to copy orchestral arrangements by listening repeatedly to records made by Whiteman, Nichols and Goldkette. Later, while working his way through Duke University, he played with the college band, the Duke Blue Devils. After college, he organized another band which played at New York's Hotel Edison and recorded for RCA Victor.





NBC TELEVISION NETWORK

NEWS

August 17, 1959

BARBARA RUSH ASSIGNED ROLE OF KIT IN 'SUNDAY SHOWCASE'  
TWO-PART PRESENTATION OF 'WHAT MAKES SAMMY RUN?'

Movie actress Barbara Rush has been signed to play Kit in "What Makes Sammy Run?" -- two-part dramatization of the Budd Schulberg novel -- on "Sunday Showcase," colorcasts Sundays, Sept. 27 and Oct. 4 on the NBC-TV Network (8-9 p.m. EDT).

Miss Rush's latest movie is "The Young Philadelphians," in which she is co-starred with Paul Newman. Her movie credits include "The Young Lions," "No Down Payment," "Oh Men, Oh Women!", "Bigger Than Life," and "The Story of Harry Black."

She has appeared on television in "Schlitz Playhouse," "Playhouse 90" and "Suspicion."

Previously announced for the cast were Larry Blyden as Sammy, John Forsythe as Al Manheim, Sidney Blackmer as Harrington, and Dina Merrill as Laurette. The adaptation has been written by Budd Schulberg and his brother, Stuart Schulberg, and will be directed by Delbert Mann.

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COLORCAST

2 COPIES X-H



August 18, 1959

ROSALIND RUSSELL WILL GUIDE AUDIENCE THROUGH

'THE WONDERFUL WORLD OF ENTERTAINMENT,'

FIRST TUESDAY NIGHT FORD SPECIAL

Rosalind Russell, a top star of stage, screen and television, has been signed for "The Wonderful World of Entertainment" Tuesday, Oct. 6 (9:30-10:30 p.m. EDT), the first of the Ford series of color-cast specials to be presented weekly over the NBC Television Network.

Miss Russell will appear as the audience's guide as "The Wonderful World of Entertainment" unfolds, according to an announcement by Hubbell Robinson, executive producer.

Eddie Hodges, youthful star of the Broadway hit, "The Music Man," and currently featured in the film, "Hole in the Head," starring Frank Sinatra, has also been signed to appear in the Oct. 6 Ford special. Additional stars for the series' premiere will be announced shortly.

The production will be staged and choreographed by Bob Fosse, written by Howard Teichman and directed by Kirk Browning.

Miss Russell has, in recent years, starred on Broadway and in motion pictures in "Auntie Mame," and on Broadway and television in "Wonderful Town." She was nominated for an Academy Award for her portrayal in "Auntie Mame" and has been a hostess for "Oscar" Awards

(more)



ceremonies. She made her TV debut in 1951 and subsequently has appeared on numerous telecasts including NBC-TV's "The Loretta Young Show," "All-Star Revue" and "Today."

Fosse acted as choreographer for the Broadway productions of "Damn Yankees" and "Pajama Game," co-choreographer of "Bells Are Ringing," and as director and choreographer of "Redhead."

Teichman, co-author of "The Solid Gold Cadillac," was writer for "The Ford Festival," the Ethel Merman and Mary Martin show which Leland Hayward produced.

Browning earned wide attention as the director of the NBC Opera Company colorcasts, of "Producers' Showcase" presentations, and of other TV specials in the past.

As previously announced, NBC executive producer Jess Oppenheimer will produce "The Wonderful World of Entertainment" for Mr. Robinson's company, Hubbell Robinson Productions, Inc. Dore Schary will serve as creative consultant.

The initial Ford series special has been described as "an excursion in depth into every phase of entertainment in music, drama, records, motion pictures and television -- reflecting the times in which we live."

The series of 39 Tuesday night special colorcasts is sponsored by the Ford Motor Company through J. Walter Thompson Company.

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NBC-New York, 8/18/59







August 18, 1959

MONIQUE VAN VOOREN AND HORACE McMAHON

IN CAST OF 'WHAT MAKES SAMMY RUN?'

Monique Van Vooren and Horace McMahon have joined the stellar cast of "What Makes Sammy Run?" -- two-part dramatization of the Budd Schulberg novel -- on the "Sunday Showcase" series Sundays, Sept. 27 and Oct. 4 (NBC-TV Network colorcast, 8-9 p.m. EDT).

Miss Van Vooren has appeared on Broadway in "Almanac," in the national company of "Kismet," and in "The Merry Widow" at the New York City Center. Her movie credits include "Gigi" and "Ten Thousand Bedrooms." A singer as well as an actress, she made the RCA Victor album, "Mink in Hi-Fi." She has played club dates in New York, St. Louis, Chicago, Hollywood and Palm Beach.

McMahon has played in numerous movies, TV dramas and Broadway shows. His movie credits include "The Blackboard Jungle," "Susan Slept Here," "Beau James" and "The Delicate Delinquent." He appeared on Broadway in "Three Men on a Horse," "Detective Story" and "Say, Darling," and on TV in "Kraft," "Studio One," "Ford" dramas.

"What Makes Sammy Run?", which has been adapted from the novel by Budd Schulberg and his brother, Stuart Schulberg, will be the second in the series of NBC-produced drama specials. The first, "People Kill People Sometimes," will be colorcast Sunday, Sept. 20 (8-9 p.m. EDT).

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COLORCAST

NBC TELEVISION NETWORK



NEWS

August 18, 1959

PETER LAWFORD JOINS ROSTER OF STARS ON MILTON BERLE'S  
OCT. 11 SPECIAL ON "SUNDAY SHOWCASE" COLORCAST

Peter Lawford has joined the roster of stars for NBC-TV's "Milton Berle Special" colorcast to be presented on the "Sunday Showcase" series Sunday, Oct. 11 (8-9 p.m. EDT). Lawford will join in song and dance with Lana Turner, Danny Thomas, and the program's star, Milton Berle.

The full-hour colorcast will be the first of two "Milton Berle Specials" in the "Sunday Showcase" time period to be sponsored by E. I. du Pont de Nemours and Company, Inc. Berle makes his second appearance on the NBC-TV Network, Sunday, Nov. 1 in a comedy romp which pairs him with Lucille Ball and Desi Arnaz.

Lawford, an actor who mixes equally well in comedy and dancing, appeared last season in the NBC-TV series, "The Thin Man," and took part in such variety programs as "The Steve Allen Show," "The Dinah Shore Show" and "The Bob Hope Show."

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JULIE LONDON ADDED TO STELLAR ROSTER  
OF 'AMERICA PAUSES IN SEPTEMBER'

Songstress Julie London has been added to the cast of the Coca-Cola special, "America Pauses in September," on Friday, Sept. 18 (NBC-TV Network, 8:30-9:30 p.m. EDT). She joins the Kingston Trio, Burgess Meredith, Gene Nelson, Art Linkletter, Alan Young, the cast of "Holiday on Ice," Alfred Apaka and the Martin Denny Group in the hour-long toast to the coming of Autumn.

(NOTE TO EDITORS: Please delete the McGuire Sisters from the cast list of "America Pauses in September.")

'I TAKE THEE'--NBC NEWS SPECIAL--GETS REPEAT TELECAST  
WHEN MANHATTAN POWER FAILURE AFFECTS 2 DAYTIME SHOWS

The power failure in Manhattan made it impossible for the NBC-TV Network to telecast two programs yesterday (Monday, Aug. 17), both usually originating live from network studios in the West 67th Street New York City area: "Young Doctor Malone" (presented Mondays through Fridays, 3-3:30 p.m. EDT), and "From These Roots" (presented Mondays through Fridays, 3:30-4 p.m. EDT). NBC-TV replaced the two 30-minute programs with a one-hour filmed recording of "I Take Thee," shown live over the Network on Thursday, June 4, 1959, as an NBC News special. The remainder of Monday's NBC-TV schedule originated from areas unaffected by the power failure.

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NBC-New York, 8/18/59



COLORCAST

2 COPIES X-H



August 19, 1959

'AN EVENING WITH JIMMY DURANTE' WILL BRING LAWRENCE WELK,  
SAL MINEO, BOBBY DARRIN, GISELE MacKENZIE, GINNY TIU  
TO FRIDAY NIGHT SPECIAL NBC COLORCAST SEPT. 25

When Jimmy Durante stars in "An Evening with Jimmy Durante," his first television show in three years, Friday, Sept. 25 on the NBC-TV Network (colorcast 8:30 to 9:30 p.m. EDT) he will be supported by a musical cast which ranges from the smooth 'n' sweet to a rock 'n' roll beat.

Lawrence Welk, Sal Mineo, Bobby Darrin and Gisele MacKenzie have been signed as guest stars for the show. Ginny Tiu, a five-year-old pianist from Hong Kong, will be featured in an additional guest spot.

The show -- part of the big lineup of NBC-TV Friday night specials -- will be produced by Charles Isaacs and directed by Dick McDonough. Roy Bargey will serve as musical conductor.

Sponsors of the telecast will be the Cosmetic and Toiletry Division of the Warner-Lambert Pharmaceutical Company, and the E. I. du Pont de Nemours and Company, Inc., for its Zerex antifreeze.

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C TELEVISION NETWORK



NEWS

August 19, 1959

FIRST 'BOB HOPE BUICK SHOW' OF THE NEW SEASON  
SET FOR THURSDAY, OCT. 8, WITH DEAN MARTIN,  
FOUR CROSBY BROTHERS AND NATALIE WOOD

"The Bob Hope Buick Show," first of the 1959-60 season, will be telecast on the NBC-TV Network Thursday, Oct. 8 (8-9 p.m. EDT). Bob's guests on the kickoff show will be Dean Martin, the Crosby Brothers (Gary, Phillip, Dennis and Lindsay) and Natalie Wood.

The show will be the first of six full-hour telecasts to be sponsored by the Buick Motor Division of General Motors Corporation. This season marks Hope's tenth anniversary in television as well as the completion of more than 4,000,000 miles traveled in entertaining U. S. servicemen since May, 1941.

This will be Hope's second season under Buick sponsorship. Advertising agency for Buick is McCann-Erickson, Inc.



NBC TELEVISION NETWORK



NEWS

ARTHUR KENNEDY (IN ROLE OF ALEXANDER HAMILTON) WILL CO-STAR  
IN 'OUR AMERICAN HERITAGE' TELECAST OF 'DIVIDED WE STAND'

Arthur Kennedy, actor of wide achievement, will co-star as Alexander Hamilton in "Divided We Stand" on "Our American Heritage" Sunday, Oct. 18 (NBC-TV Network, 8-9 p.m. NYT), it was announced today by Mildred Freed Alberg, producer of the series.

Ralph Bellamy stars as Thomas Jefferson in the production which will be the first of six dramatic special presentations, sponsored by the Equitable Life Assurance Society of the United States, treating little-known but significant periods in the careers of great Americans.

Kennedy, once described by the late Goerge M. Cohan as "the most brilliant young actor on Broadway," has scored in such Broadway productions as "Death of a Salesman" and "The Crucible" and in motion pictures including "Peyton Place" (for which he won an Academy Award nomination) and "Some Came Running."

He made his debut in a non-film television production earlier this year when he starred with Anne Francis in Ben Hecht's play, "The Third Commandment" on "NBC Kaleidoscope." Kennedy's portrayal of a Hollywood gag-writer who became a false evangelist was widely acclaimed.

"Our American Heritage" is being prepared in collaboration with the editors of American Heritage magazine. The series will be produced by Milberg Enterprises, Inc. The agency for the Equitable Life Assurance Society of the United States is Foote, Cone and Belding.

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NBC-New York, 8/19/59







August 19, 1959

"BONANZA DAYS" ARE PROCLAIMED BY MAYOR OF RENO TO COMMEMORATE  
FIRST HOLLYWOOD-STYLE, AWAY-FROM-HOLLYWOOD "WORLD PREMIERE"  
OF A TELEVISION SHOW, NBC-TV NETWORK'S "BONANZA"

Commemorating the first television show -- the NBC-TV  
Network's full-hour colorcast series, "Bonanza" -- to be "world pre-  
miered" in Hollywood-style away from Hollywood, Mayor Bud Baker of  
Reno, Nevada, has declared Aug. 21 and 22 "Bonanza Days" in the city.

Yvonne De Carlo and Inger Stevens head a list of guest stars  
who will fly to Reno to attend the "Bonanza" premiere Saturday night,  
Aug. 22, in the Granada Theatre, and to participate in the two-day  
celebration staged by the Reno Chamber of Commerce with the coopera-  
tion of the Radio Corporation of America and the National Broadcasting  
Company.

They will be joined by the continuing stars of "Bonanza" --  
Lorne Greene, Pernell Roberts, Dan Blocker and Michael Landon. Other  
actresses scheduled to visit the premiere are Rebecca Welles, a fre-  
quent guest on many NBC-TV shows, and Selette Cole, who has played the  
female lead in several episodes of NBC's "The Lawless Years."

Vaughn Monroe will be master of ceremonies at the Granada  
Theatre showing.

(more)



Mayor Baker's proclamation followed on the heels of one by Rex Bell, acting governor of Nevada, declaring the week beginning Aug. 17 "Color Television Week in Nevada." Much of "Bonanza," which deals with the efforts of three half brothers and their father to protect their Nevada land from an invasion of silver miners, was filmed in Nevada. "Bonanza," first full-hour weekly series filmed in color, makes its network bow Saturday, Sept. 12 (7:30-8:30 p.m. NYT).

In addition to the premiere, the gala two-day celebration will include receptions at the airport and in hotels for the visiting stars and television, radio and newspaper representatives; a parade of stars, beauty queens, cowboys and Indians forming at the State Building; autograph parties; receptions; a tour of the Harold's Club Museum; a visit to the Territorial Enterprise offices in Virginia City; a contest for "Bonanza" window displays, and a merchant-sponsored drawing for an RCA Victor color television set.

Mayor Baker's proclamation hailed the Radio Corporation of America for its sponsorship of "this outstanding historical story... about Nevada...in living color through the nation."

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NBC-New York, 8/19/59





COLORCAST

NBC TELEVISION NETWORK



NEWS

August 19, 1959

'SUNDAY SHOWCASE' ADDS THREE TO 'WHAT MAKES SAMMY RUN?' CAST--

DAVID OPATASHU, MILTON SELZER AND NORMAN FELD

"Sunday Showcase," the new series of NBC-produced drama specials, today added three names to the cast of "What Makes Sammy Run?" -- David Opatashu, Milton Selzer and Norman Feld.

Opatashu will portray Sidney Feinman, the elderly movie producer in the two-part adaptation of the Budd Schulberg novel which will be colorcast on the NBC-TV Network Sundays, Sept. 27 and Oct. 4, 8-9 p.m. EDT. Opatashu has a long list of movie, TV and stage credits. They include the films, "The Brothers Karamazov" and "Party Girl"; the Broadway plays, "Once More With Feeling," "Rashomon," "Reclining Figure," "Silk Stockings," and numerous TV dramas.

Milton Selzer (who will play the writer Julian Blumberg) has appeared on Broadway in "The Visit," "Tiger at the Gates," "Once Upon a Tailor" and "Arms and the Man." He played in "The Old Man," "For Whom the Bell Tolls," and "The Man of a Thousand Names" on television.

Norman Feld will portray Seymour Glick, Sammy's brother.

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COLORCAST



NBC TELEVISION NETWORK

NEWS

August 19, 1959

ZINA BETHUNE CAST IN 'PEOPLE KILL PEOPLE SOMETIMES'--  
PREMIERE PRESENTATION OF 'SUNDAY SHOWCASE'

Fourteen-year-old Zina Bethune has been signed to play Carol Reed, the daughter, in "People Kill People Sometimes," the opening colorcast drama on the NBC-produced "Sunday Showcase" series Sunday, Sept. 20 (NBC-TV Network, 8-9 p.m. EDT).

Zina, a blonde, blue-eyed youngster, appeared in a Tennessee Williams play, "This Property Is Condemned," on "Kraft Television Theatre" in 1958. A ballet dancer of note, Zina danced the child lead in "The Nutcracker" at the New York City Center for three seasons. She played the same role in the TV version of the ballet.

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2 COPIES X-H



August 20, 1959

'THE ROAD' FULL-HOUR TELEPLAY FILMED IN EUROPE, WILL OPEN  
NEW SEASON OF 'THE LORETTA YOUNG SHOW' SUNDAY, SEPT. 20

- - -

Regular-Length (Half-Hour) Dramas to Be Featured  
on Subsequent Weeks of the NBC-TV Network Series

"The Road" -- a full-hour dramatic special, starring Loretta Young in her first European-filmed teleplay, will open the 1959-60 season of "The Loretta Young Show" Sunday, Sept. 20 (NBC-TV Network, 10-11 p.m. NYT).

(NOTE: "The Loretta Young Show" will be an hour-long presentation on this date only. In subsequent weeks the program will occupy its regular Sunday time-spot, 10-10:30 p.m. NYT.)

This marks the first time that the beautiful and talented Miss Young, a three-time Emmy winner, has offered a full-hour drama in the 247 teleplays she has either introduced or starred in during her six seasons on NBC-TV. "The Road," filmed in France -- in Paris and environs and in hitherto unphotographed locale -- was originally intended as two half-hour segments of one story. However, it was agreed between Miss Young, the network and the sponsors that the impact of this unusual drama would be immeasurably heightened if time clearances could be arranged to present the story in its full-length version.

(more)



"The Road" concerns the torment of a proud and lonely woman, Alice Ward (Miss Young) who is concealing a tragic secret behind a mask of careless gaiety and brittle sophistication. She is convinced that the antidote for her problems is to speed up her living and devote herself to a search for fun. Driving her car on the outskirts of Paris she meets -- by narrowly missing -- a hitchhiking youngster (played by guest star Joseph Cuby) whose "road" -- his philosophy of life -- puzzles and intrigues Alice. The boy, to whom she gives the ride, senses the fear behind the woman's constant laughter and is tenaciously determined to lessen the beautiful lady's unhappiness.

The teleplay features a cast of American and European actors including Robert Brubaker, Victor Francen, Paula Dehelly, Andre Dumas and introduces Joseph Cuby to American TV viewers.

The original story and teleplay are by Richard Morris, and the director is Rudy Mate. The series' producer is John London.

"The Loretta Young Show" is sponsored by the Toni Company through the North Advertising agency and by the Philip Morris Company, Inc., through Benton and Bowles.

\* \* \*

CREDITS FOR 'THE LORETTA YOUNG SHOW' ON THE NBC-TV NETWORK
--

DATE AND TIME:

Premiere show will be full-hour telecast, Sunday, September 20 (NBC-TV, 10-11 p.m. EDT). In subsequent weeks, program resumes regular time period Sundays, 10-10:30 p.m. EDT).

STARRING:

Loretta Young

PREMIERE SHOW:

"The Road"

(more)





COLORCAST



August 20, 1959

"HALLMARK HALL OF FAME" 1959-60 PREMIERE

- - -

Don Murray, Piper Laurie and George C. Scott Will Star  
In Maxwell Anderson's "Winterset" Monday, Oct. 26

Don Murray, Piper Laurie and George C. Scott will star in a 90-minute colorcast of Maxwell Anderson's "Winterset," the opening show of the "Hallmark Hall of Fame" 1959-60 season on the NBC-TV Network Monday, Oct. 26 (9:30-11 p.m. NYT), it was announced today by George Schaefer, producer-director.

"Winterset" will mark the opening of the eighth consecutive season of "Hallmark" presentations on television.

The work, written largely in blank verse, is a distinguished American drama. It tells the story of a young outcast, Mio, played by Don Murray, who has dedicated his life to clear his father's name and to bring to justice the people responsible for the crime.

Piper Laurie plays the tenement girl, Miriamne, the sister of a witness to the crime for which Mio's father died. George C. Scott is the killer, Trock.

Murray, who scored on Broadway in "The Rose Tattoo" and "The Skin of Our Teeth," and hit Hollywood heights in "Bus Stop" and "A Hatful of Rain," was widely acclaimed recently for his portrayal in the title role of "Billy Budd" on TV.

(more)



2 - 'Hallmark Hall of Fame'

Miss Laurie, star of stage, screen and TV, was last seen with Maurice Evans in the television version of "Caesar and Cleopatra."

Scott is currently appearing in the movie, "Anatomy of a Murder." He will play a doctor in "People Kill People Sometimes," the opening drama of the new series of NBC-produced "Sunday Showcase" specials on Sept. 20.

"Winterset" has been adapted for the "Hallmark Hall of Fame" by Robert Hartung, who is Schaefer's associate producer and director in Compass Productions. The sets will be designed by Warren Clymer. Noel Taylor will do the costumes.

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NBC-New York, 8/20/59







## TRADE NEWS

August 20, 1959

NBC TELEVISION NETWORK WILL PREVIEW ITS FALL PROGRAM LINEUP  
WITH 75-MINUTE COLOR CLOSED-CIRCUIT PRESENTATION TO  
181 AFFILIATES SEPT. 2 WITH TOP STARS PARTICIPATING

The NBC Television Network will preview its new Fall program lineup in a 75-minute color closed-circuit presentation to 181 of its affiliates throughout the country on Wednesday, Sept. 2 (5-6:15 p.m. NYT), it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network.

Keynoting the totality of program service of the 1959-60 season, Robert W. Sarnoff, Chairman of the Board of NBC, and Robert E. Kintner, President of NBC, will take part in the program.

Perry Cross will produce both the New York and Hollywood segments of the special telecast, which is the third annual program preview to be presented for members of the press, NBC-TV affiliates, advertising agency executives and civic leaders around the country.

More than 30 top NBC-TV personalities will take part in the colorcast, which will feature Dave Garroway as narrator in an informal presentation of the various segments of the new NBC-TV Fall schedule.

Special parties based on NBC's totality theme are being planned around the telecast by NBC-TV affiliates, many of which will kick off their Fall promotion of the new season with the closed circuit.

(more)



Because of NBC-TV's greatly expanded schedule for the new season, which will highlight more than 200 special programs and represent 50 per cent new nighttime programming, the closed-circuit preview has been lengthened to a 75-minute program. This year's presentation will be sent to a record number of affiliates, and because of its broad area of coverage is being color taped in advance. It will originate from the Ziegfeld Theatre in New York and the NBC-TV color studios in Burbank, Calif.

Last year's preview was seen by an audience of more than 10,000 agency and press representatives and affiliate personnel.

This year's closed circuit, which will compare to a major network production, will present considerable special material and songs, comedy sketches and several surprises. An original ballet has been choreographed by Matt Mattox based on the theme, "Totality," and will be danced to special music composed by Harry Sosnik. Songwriters Sammy Cahn and Jimmy Van Heusen have written a special number titled "Something Special." One of the highlights of the preview will be a special color montage depicting the elaborate range of color programs scheduled by NBC-TV for the Fall, with music by Pete Rugolo.

Taking part in the closed circuit this year will be Dinah Shore, who will unveil new plans for her Sunday night series; Milton Berle, who will spotlight the Sunday night specials, and Jack Paar will host a portion of the show that will spotlight NBC-TV's new line-up for Saturday nights.

Gene Kelly, Donald O'Connor and Carol Lawrence will be seen in a preview of "The Gene Kelly Show," and Henry Fonda will talk about the new NBC-TV Western series in which he stars, "The Deputy." Jimmy Durante, who will star in two specials next season, will sing during the telecast.

(more)







~~Closed Circuit~~

Steve Allen, whose show will move to Monday nights (10-11 p.m. NYT) in the Fall, will describe the shows slated for that night next season, and will also appear in a show with one of his regulars, Don Knotts. Another member of the Allen troupe, Louis Nye, will also appear on the program. Perry Como will sing and discuss plans for his new Wednesday night series.

Hoagy Carmichael, who will be featured in the new hour-long series, "Laramie," will introduce other members of the cast from that show, and Darren McGavin and Burt Reynolds of the "Riverboat" cast will also appear. Joel McCrea and his son, Jody, of "Wichita Town," another new NBC-TV show, will appear in a specially filmed episode.

Other top NBC-TV stars of the new season who will participate in the closed circuit include Bob Sweeney and Cathy Lewis, stars of the new "Fibber McGee and Molly" series, and Tennessee Ernie Ford, who will highlight Thursday night's programming.

There will also be excerpts from three other new series -- "Troubleshooters," the NBC-TV adventure drama series; "Bonanza," the hour-long Western in color, and "The Man and the Challenge," the space-age adventure drama show.

Luciana Paluzzi and David Hedison, the exciting new discoveries who will star in "Five Fingers," the international espionage series, will be introduced and will tell about their program.

NBC's famous color symbol, the peacock, will also be present in what may be his one and only live television appearance, and has a prominent role in one of the program's comedy highlights.

Assisting producer Perry Cross will be Barry Shear, who will produce and direct the Hollywood segments of the show, and Louis Ames and Ed Cosgrove, associate producers. Lynwood King will direct the New York segments. The special telecast is being written by Lou Salaman and Shelly Keller. Harry Sosnik will be musical director.

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NBC-New York, 8/20/59



# NATIONAL BROADCASTING COMPANY

## special announcement

After the House of Representatives approved Representative Oren Harris' bill exempting newscasts, interviews and on-the-spot news coverage from the "equal time" provision of the Communications Act, Robert W. Sarnoff, Chairman of the Board of NBC, issued the following statement:

"The passage of this legislation is a significant victory for the American people. It assures them of freedom to obtain political news coverage making use of the full potential of television and radio to carry the images and voices of the candidates themselves. It upholds the freedom of the press, which is designed to protect the people's right to know. The new law is also a vote of confidence in the sense of fairness and responsibility of American broadcasters in covering the news. In behalf of NBC -- and I am sure this reflects the feeling of our whole industry -- I pledge our conscientious efforts to keep meriting this confidence as we operate under these welcome new guarantees."

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August 20, 1959





NBC TELEVISION NETWORK



NEWS

August 20, 1959

NBC NEWS SPECIAL IN SUNDAY NIGHT PRIME TIME

- - -

'East Africa: The Search for Equality,' Scheduled Sept. 13,  
Is First of Two Full-Hour Telecasts on 'Emerging Africa'

"East Africa: The Search for Equality," an NBC News special dealing with the conflict between European and African peoples in three countries, will be presented on the NBC-TV Network Sunday, Sept. 13 (8-9 p.m. EDT).

The special, scheduled in Sunday night prime time with Chet Huntley as commentator, is the first of two full-hour programs on African nationalism, to be presented under the general title "Emerging Africa." The telecast of the second program will be announced later.

The first special focuses on the three East African nations in the Federation of the Rhodesias and Nyasaland -- a region which is undergoing a major social revolution hastened by the migration of thousands of Africans from rural areas to the cities.

"Africa is seething with unrest, disquiet and a new awareness of politics," says Huntley, who recently returned from an on-the-scene study of the area. "Africans are determined to use politics as an instrument to get what they want."

(more)



2 - 'East Africa: The Search for Equality'

The special program will include visits to the European and African townships within the Federation's capital city of Salisbury, an underground visit to the copper mines of Rhodesia, and a rare look at a meeting of the African National Congress.

The program will also include interviews with Sir Roy Wellensky, Prime Minister of the Federation, and Garfield Todd, former Prime Minister of Southern Rhodesia, who is forming a new party in opposition to the current leadership.

Among African leaders, there will be interviews with Lawrence Katilungu, head of the African Mineworkers Union and four members of the African National Congress, all of whom were recently released from prison.

Reuven Frank is producer. The program was filmed by an NBC News team, including director Jack Sughrue, correspondent-writer Piers Anderton, and cameraman John Peters, who spent two months in East Africa.

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NBC-New York, 8/20/59





COLORCAST SERIES



August 20, 1959

"STARTIME...TV'S FINEST HOUR" IS TITLE OF TUESDAY NIGHT  
FORD SERIES OF SPECIALS ON THE NBC TELEVISION NETWORK

"Startime...TV's Finest Hour" will be the title of the Ford series of specials to be colorcast over the NBC-TV Network on Tuesday nights (9:30-10:30 p.m. NYT) during the 1959-60 season, it was announced today.

Sponsored by the Ford Motor Company, "Startime...TV's Finest Hour" -- the series of the biggest special colorcast hours ever presented on TV for one sponsor -- will be produced by Hubbell Robinson Productions, Inc. Hubbell Robinson is executive producer. J. Walter Thompson Company is the advertising agency for the Ford Motor Company.

The first program in the series of 39 consecutive "Startime...TV's Finest Hour" specials will be "The Wonderful World of Entertainment" Tuesday, Oct. 6. An all-star cast, headed by Rosalind Russell and including Eddie Hodges, is being assembled to appear in the premiere, described by Robinson as "an excursion in depth into every phase of American entertainment."



CAST AND CREDITS FOR 'LARAMIE' ON THE NBC-TV NETWORK

PREMIERE DATE: Tuesday, Sept. 15, 1959

TIME: NBC-TV Network, Tuesdays, 7:30-  
8:30 p.m. NYT

PREMIERE EPISODE: "Stage Stop"

CONTINUING STARS: John Smith as Slim Sherman; Robert Fuller as Jess Harper; Hoagy Carmichael as Jonesy, and Bobby Crawford Jr. as Andy; plus two or more guest stars each week.

FORMAT: One-hour Western-adventure series centered around the efforts of two brothers, their self-appointed foster father, and a saddle tramp who befriends them to protect their Wyoming ranch and stage stop from outlaws and Indians.

EXECUTIVE PRODUCER: Richard Lewis

PRODUCER: John Champion (Robert Pirosh, first episode)

DIRECTORS: Various

WRITERS: Various

ASSOCIATE PRODUCER: James E. Newcom

EDITORIAL SUPERVISOR: Richard G. Wray

FILM EDITOR: Various

(more)





2 - Cast and Credits for 'Laramie'

MUSICAL SUPERVISION: Stanley Wilson

COSTUME SUPERVISOR: Vincent Dee

MAKE-UP: Jack Barron

HAIR STYLIST: Florence Bush

PRODUCTION: Revue Productions, Inc., in  
association with the NBC-TV  
Network.

SPONSORS AND AGENCIES: Liggett & Myers, one third,  
alternate weeks, through McCann-  
Erickson, Inc.; Anahist Research  
Laboratories Division of Warner  
Lambert Pharmaceutical Company,  
one third, alternate weeks,  
through Ted Bates & Company.

ORIGINATION: Hollywood

NBC PRESS REPRESENTATIVES: Rolf Gompertz, Hollywood, and  
Charlie Gregg, New York

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NBC-New York, 8/20/59





JACK TRACY  
ROOM 320

# TRADE NEWS

2 COPIES X-H

August 21, 1959

NBC ACQUIRES RIGHTS FOR NEW TELEVISION PRODUCTIONS OF EIGHT  
FAMOUS MOTION PICTURES OWNED BY THE SELZNICK COMPANY

FOR RELEASE MONDAY A.M., AUG. 24

One of the most important acquisitions of dramatic properties in the history of television -- the rights to create and present new television productions of each of eight celebrated motion pictures owned by the Selznick Company, Inc., was announced today by the National Broadcasting Company.

The motion pictures are:

"Intermezzo"  
"Rebecca"  
"Spellbound"  
"Portrait of Jennie"  
"The Paradine Case"  
"The Farmer's Daughter"  
"The Spiral Staircase"  
"Notorious"

The first five of the films listed were produced by David O. Selznick personally; the next two by Dore Schary and the last by Alfred Hitchcock for the Selznick enterprises.

(more)



THE TRADE NEWS

Special Advertising Section

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"The eight Selznick dramatic properties for which NBC has acquired the television rights are among the great classics of the American screen," said David Levy, Vice President, Programs and Talent. "It is our intention to present them as special program events with the most gifted actors and actresses we can find in sets designed with artistry and creativity to match the scope and importance of the scripts.

"We will begin our presentations of the Selznick properties with the 1960-1961 season. Virtually all will be presented 'live.' All productions of the Selznick properties will be created and produced by our own programming and production people at NBC."

The Selznick Company was represented in its negotiations with NBC by Herbert Gottlieb of Ashley-Steiner, Inc.

"Intermezzo," made by Mr. Selznick and directed by Gregory Ratoff, was the film in which Mr. Selznick introduced a young actress who had heretofore been known only in her native country, Sweden, and whom he had signed to a long-term contract. She was Ingrid Bergman. Appearing with Miss Bergman and starring in the film was Leslie Howard. The film also became famous for introducing the musical composition of the same name which has since become widely known to television and radio audiences as the "trademark" music of many programs.

"Rebecca" was produced by Mr. Selznick from a screenplay by the late Robert E. Sherwood and Joan Harrison and was directed by Alfred Hitchcock. Playing the leads were the then relatively unknown Laurence Olivier and another young Selznick contract actress, who was brought to stardom in the film, Joan Fontaine. Others in the cast were George Sanders and Judith Anderson. The film won every major

(more)



film award throughout the world including the "triple crown" in America, the Academy Award for the best picture of the year, the vote of the American Film Critics as the best picture of the year, and Variety's poll of theatre owners as the biggest attraction of the year. It was adapted from the novel by Daphne du Maurier.

Two of the eight films were planned and produced by Mr. Selznick as subsequent ventures with Ingrid Bergman, although on one of them, "Notorious," Mr. Selznick turned over the production reins to its director, Alfred Hitchcock. Mr. Hitchcock also directed the other, "Spellbound." The screenplays of both were written by Ben Hecht. Cary Grant co-starred with Miss Bergman in "Notorious." In the lead opposite Miss Bergman in "Spellbound" Mr. Selznick cast Gregory Peck in his first romantic lead.

Another personally produced Selznick picture in the group is "Portrait of Jennie," the famous Robert Nathan fantasy, which co-starred Jennifer Jones, Joseph Cotten and Ethel Barrymore, under the direction of William Dieterle, from a screenplay by Paul Osborn and Peter Berneis. This was the film which first brought to the modern screen the enlarged "scope" processes. Its famous musical score by Dimitri Tiomkin was based upon the music of Debussy.

Mr. Selznick also personally produced "The Paradine Case" from the novel by Robert Hitchens, directed by Alfred Hitchcock. It boasted one of the greatest star casts ever assembled, including Gregory Peck, Ann Todd, Charles Laughton, Charles Coburn, Ethel Barrymore and two artists brought by Mr. Selznick from Europe for introduction in the picture. Louis Jourdan and Alida Valli.

(more)





The two pictures produced by Dore Schary were "The Farmer's Daughter" and "The Spiral Staircase." The former was directed by H. C. Potter from a screenplay by Allen Rivkin and Laura Kerr. Loretta Young won the Academy Award for her work in this film, in which she was co-starred with Joseph Cotten and Ethel Barrymore. "The Spiral Staircase" was directed by Robert Siodmak from a screenplay by Mel Dinelli, based upon a book by Ethel Lena White. This "mystery-horror" film had a cast headed by Dorothy McGuire, George Brent, Ethel Barrymore, Rhonda Fleming and Kent Smith.

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NBC-New York, 8/21/59

The two minutes produced by the Society were "The  
Latter's Language" and "The Social Structure". The former was  
directed by A. J. Brown and a screenplay by Alice Whitman.  
Latter's Language. Directed by the Academy Award for best work in  
this film in which she was co-starring with George Costello and  
Alice Whitman. "The Social Structure" was directed by George  
Costello from a screenplay by Mel Dinkoff. George Costello and  
Alice Whitman. This "Social Structure" film had a cast headed  
by George Costello, Alice Whitman, George Costello, George Costello  
and Alice Whitman.

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See also page 6/11/19

August 21, 1959

NBC NEWS PLANS EXTENSIVE DAY-BY-DAY COVERAGE  
OF KHRUSHCHEV'S VISIT TO THE U.S.A.

NBC News plans extensive, day-by-day coverage of Premier Nikita S. Khrushchev's visit to this country, including nightly special programs during the tour and a full-hour special at its conclusion to be provided by four correspondents heading up the NBC News team accompanying the Soviet Leader.

William R. McAndrew, Vice President, NBC News, who announced these plans, said that the coverage would make use of all of NBC News' nationwide facilities and manpower and would constitute its most extensive coverage of a current event since the second inauguration of President Eisenhower.

McAndrew said that NBC News would make use of several mobile units, production teams and the NBC-affiliated stations along Khrushchev's route, as well as the four-correspondent team traveling with the Premier. The coverage will range from live radio and television reports of the Soviet leader's arrival on Sept. 15 to the one-hour special at the end of his tour.

(more)





## 2 - Khrushchev

Reports of Khrushchev's activities will be carried on all regular programs of the NBC Television and Radio Networks. In addition, NBC News plans nightly special 15-minute programs to be scheduled when justified by the day's events. On completion of the tour, NBC plans a one-hour special, with commentator David Brinkley summarizing and evaluating the effects of the visit.

NBC News has assigned Brinkley, Frank McGee, Morgan Beatty and Moscow correspondent Joseph Michaels to travel with the Khrushchev party. Pauline Frederick, United Nations correspondent, will join the NBC News team for the UN phases of the tour.

The correspondents will be accompanied by camera, film-editing and news supervisory crews. Among those making the full trip will be Don Meaney, national TV news editor; Eliot Frankel, news editor and associate producer of the "Texaco Huntley-Brinkley Report"; James Kitchell, director of the program; cameraman Bradford Kress and soundman John Langenegger. They will be supplemented by staffs from the newsrooms of NBC-affiliated stations along the route and additional camera and editing personnel as needed.

The supervisory group will travel ahead of the reporting team to set up facilities for prompt use.

While the final Khrushchev itinerary has not yet been announced, NBC News is planning to have TV live and video tape mobile units on hand in New York, Washington, Los Angeles, San Francisco, Coon Rapids (Iowa), Pittsburgh and Camp David (Md.). The

(more)



mobile units, available to originate special programming at any time of the day, will include a camera-equipped Cadillac limousine and a newly completed mobile unit that can initiate both live and tape programs.

For Khrushchev's arrival in Washington, NBC News expects to assign the entire staff of its Washington bureau for both radio and television coverage. It expects to employ a minimum of three mobile units and at least five camera positions at the airport selected for the incoming Soviet plane.

The full coverage will be under the supervision of McAndrew, Julian Goodman, director of news and public affairs, Joseph O. Meyers, director of news and Elmer W. Lower, Washington manager for NBC News.

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NBC-New York, 8/21/59





NBC NEWS PLANS TV AND RADIO COVERAGE  
OF EISENHOWER-MACMILLAN LONDON TALK

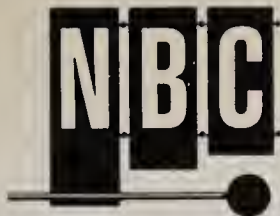
The "informal talk" between President Eisenhower and Prime Minister Harold Macmillan on British television Monday, Aug. 31, will be broadcast on the NBC Radio Network the same day and on the NBC-TV Network's "Today" the following morning.

The remarks of the two leaders, described as "ad lib" by White House Press Secretary James C. Hagerty, will be televised just before a dinner in the President's honor at 10 Downing Street, the Prime Minister's official residence in London. The time has not been announced.

The talk will be broadcast live by the NBC Radio Network, if the time is made known in advance. Otherwise, the talk will be recorded on tape and will be broadcast within a half hour after it is received at NBC News in New York.

The television pictures will be recorded on kinescope in London and will be flown to New York for showing on "Today" Tuesday, Sept. 1 (NBC-TV Network, 7-9 a.m. EDT).





## TRADE NEWS

August 21, 1959

'IT COULD BE YOU' STARTS NIGHTTIME SERIES SATURDAY, SEPT. 5,  
ON NBC-TV NETWORK UNDER PHARMACEUTICALS, INC., SPONSORSHIP

"It Could Be You," the popular surprise show which is a day-time feature on the NBC-TV Network (Monday through Friday, 12:30-1 p.m. EDT), will also be seen nighttime starting Saturday, Sept. 5 (NBC-TV, 10:30-11 p.m. NYT).

Starring Bill Leyden as master of surprises, The Ralph Edwards production will be sponsored in the nighttime period by Pharmaceuticals, Inc. through the Parkson Advertising Agency, Inc.

The daytime show reached its third anniversary in June, 1959. It was seen in the nighttime period the previous year during the Summer and Winter.

The audience-participation show is based strictly on the element of surprise -- whether this involves foreign reunions, comic stunts, or good gestures which help change the course of people's lives.

Leyden's staff works weeks and even months in advance on these projects under top secrecy eventually "tricking" the unsuspecting individual into the audience for "the surprise of his or her life."

Leyden has been emcee of "It Could Be You" since the show's inception in 1956. His announcer and sidekick, Wendell Niles, will also join him on the nighttime show, which is produced by Stefan Hatots and directed by Stuart W. Phelps.

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DAN DURYEA AND EVERETT SLOANE ARE GUEST STARS  
IN 'STAGE STOP,' PREMIERE DRAMA ON FULL-HOUR  
NBC-TV 'LARAMIE' SERIES TUESDAY, SEPT. 15

Guest stars Dan Duryea and Everett Sloane join continuing stars John Smith, Robert Fuller, Hoagy Carmichael and Bobby Crawford Jr. in "Stage Stop," the premiere episode of "Laramie" Tuesday, Sept. 15 (NBC-TV Network, 7:30-8:30 p.m. EDT). The drama deals with a wild and unpredictable saddle tramp forced to choose between right and wrong for the first time.

Bud Carlin (Duryea), a sadistic frontier outlaw, exploits a vicious feud between Slim Sherman (Smith), a young rancher and stage stop owner, and Jess Harper (Fuller), a reckless, quick-tempered drifter. Carlin sets out to kidnap Circuit Judge Wilkins (Sloane) who is scheduled to bring a captured gunslinger to trial.

Thrown together in a moment of danger, Harper gains the respect of Sherman, his young brother Andy (Crawford), and their self-appointed foster father, Jonesy (Carmichael), in a surprising manner.

The cast also includes Gordon Jones as Clint, Jon Locke as Matt, Don Haggerty as Sheriff Halen, Dan Riss as the U. S. Marshal, Norman Willis as Bartley, and John Mitchum, Boyd Stockman, Gil Rankin and Harvey Stephens.

The teleplay was written and produced by Academy Award-winner Robert Pirosh, and directed by Herschel Daugherty.

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NBC-New York, 8/21/59



NBC TELEVISION NETWORK



NEWS

August 21, 1959

'TALES OF WELLS FARGO' LAUNCHES NEW SEASON ON NBC-TV NETWORK  
MONDAY, SEPT. 7, WITH STORY OF JIM HARDIE'S YOUTH

"Tales of Wells Fargo" NBC-TV Network Western series starring Dale Robertson, returns for the 1959-60 season Monday, Sept. 7 (8:30 p.m. NYT).

Based on the historical Wells Fargo Express Company that played such a significant part in the development of the American West, the series has consistently held a leading place in the nation's top TV programs.

The show of Sept. 7 -- "Young Jim Hardie" -- concerns some significant incidents in Hardie's youth and the decision he made that was to affect his entire way of life.

A newspaperman seeking a story of Jim talks to his friend, Tom Clark, who tells of the days when he first met Hardie in a lawless Texas town. Hardie was involved with outlaws until a critical moment made him aware of his corrupt existence.

Members of the cast in "Young Jim Hardie" include Walter Sande as Clark, Robert Nichols as Butler, John Dehner as High Willy Crane, Kelly Thordsen as Freight Car and Vito Scotti as Joe Caboose.

"Tales of Wells Fargo" is produced by Nat Holt and directed by Sidney Salkow. Frank Gruber is story consultant.

(more)





2 - 'Tales of Wells Fargo'

The 1959-60 season of programs will be sponsored by the American Tobacco Company and Procter & Gamble. Respective advertising agencies are Sullivan, Stauffer, Colwell and Bayles, Inc., and Benton & Bowles, Inc.

\* \* \*

CREDITS FOR 'TALES OF WELLS FARGO' ON THE NBC-TV NETWORK
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TIME:	Mondays, 8:30 p.m. EDT.
ORIGINAL STARTING DATE:	Monday, March 18, 1957.
FORMAT:	Authentic Western series based on stories of the famed express company, which played a significant part in the building of the West.
STAR:	Dale Robertson as Jim Hardie
CAST:	For 1959-60 premiere show of Sept. 7: Walter Sande as Clark, Robert Nichols as Butler, John Dehner as High Willy Crane, Kelly Thordsen as Freight Car, Vito Scotti as Joe Caboose, Kit Carson as Joel, Sed Cassaday as Harry, Rusty Lane as Jackson.
PRODUCER:	Nat Holt.
DIRECTOR:	Sidney Salkow.
STORY CONSULTANT:	Frank Gruber.
WRITTEN BY:	William Fay.
DIRECTOR OF PHOTOGRAPHY:	Bud Thackery A. S. C.

(more)



3 - 'Tales of Wells Fargo'

ART DIRECTOR: Howard E. Johnson.

EDITORIAL SUPERVISOR: Richard G. Wary A. C. E.

FILM EDITOR: Gene Palmer.

MUSIC SUPERVISOR: Joseph E. Romero.

SOUND: Melvin M. Metcalfe Sr.

ASSISTANT DIRECTOR: Perry Murdock.

FILMED AT: Revue Productions for Overland  
Productions, Universal City, Calif.

SPONSORS: Procter & Gamble Company (for Ivory Soap  
and Gleem), and American Tobacco Company  
(for Pall Mall Cigarettes).

AGENCIES: Benton & Bowles, Inc. (for Procter &  
Gamble), and Sullivan, Stauffer,  
Colwell & Bayles, Inc. (for American  
Tobacco).

NBC PRESS REPRESENTATIVES: Bob Goldwater (New York), Kay Mulvihill  
(Hollywood).

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NBC-New York, 8/21/59





COLORCASTS



August 21, 1959

CORRECT TITLE: IT'S "THE STEVE ALLEN PLYMOUTH SHOW"

The correct title for Steve Allen's color-cast Fall-Winter series will be "The Steve Allen Plymouth Show." It will start on the NBC-TV Network Monday, Sept. 28 (10-11 p.m. NYT) with Louis Nye, Don Knotts, Dayton Allen, Gabe Dell and Les Brown and his Orchestra. The full-hour series will originate on the West Coast.

JAZZ MUSICIAN JONAH JONES AND HIS QUARTET TO APPEAR  
ON 'ANOTHER EVENING WITH FRED ASTAIRE'

Jazz musician Jonah Jones and his Quartet have been signed to appear on "Another Evening with Fred Astaire" Wednesday, Nov. 4 (NBC-TV Network colorcast, 9-10 p.m. EST). Jones and his quartet made their TV debuts last year on the Astaire program. Another addition to the company will be Bill Thompson as choral director of the program. Barrie Chase and Dave Rose and his Orchestra, as previously announced, will again join Astaire in this hour of music and dance.

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# NBC RADIO NETWORK NEWS

August 21, 1959

BEN GRAUER AND WIFE (MELANIE KAHANE) TO VISIT MOSCOW  
FOR SPECIAL REPORTS ON NBC RADIO NETWORK

NBC's Ben Grauer, who has scored many "firsts" in radio and television, will add to his list of credits when he goes to Moscow next week for NBC Radio's "Monitor" to sound out Russian opinion on the exchange of visits between President Eisenhower and Soviet Premier Nikita S. Khrushchev.

Russia is one of the few remaining countries in the world that Grauer has not visited in his distinguished career in broadcasting, spanning nearly three decades. In assignments which have taken him to every continent, he has reported the top news events ranging from the Berlin Airlift to the Brussels World's Fair, and has interviewed thousands of internationally known persons, including the leaders of many governments.

In Russia, his aim will be to win the confidence of average citizens and get them to express their views on what they expect from the Eisenhower and Khrushchev visits and what they have learned about the United States from the American exhibition in Moscow. The resulting series of taped interviews will be presented on the NBC Radio Network's "Monitor."

(more)

August 15, 1958

THE SPECIAL REPORT ON THE NEW YORK TIMES  
AND THE NEW YORK TIMES (Continued)

While the report, which was based on "leaked" information, will add to the list of articles that have been removed from the New York Times, it is not clear whether the removal of these articles will be a permanent one. The report also mentions that the New York Times has been accused of "leaking" information to the press.

It is not clear at the moment whether the removal of these articles will be a permanent one. The report also mentions that the New York Times has been accused of "leaking" information to the press. The report also mentions that the New York Times has been accused of "leaking" information to the press.

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"The Russians have a tremendous curiosity about our country, I have been told," Grauer said. "One of the questions I will ask each person I interview is what he would like to see in the United States, if he had Mr. Khrushchev's opportunity to visit here."

In addition to the interviews for "Monitor," Grauer and his wife, Melanie Kahane, noted interior designer, will gather material for their "Decorating Wavelengths" program on NBC Radio (Mondays through Thursdays, 8:30 p.m. EDT).

"We will try to find out how the national art of Russia is expressed in home decor, and, with the current thaw in the cold war, whether this might become an influence on American decorating," he said.

The Grauers will leave Monday for Moscow, where they will spend 10 days. They also will visit West Berlin and Stockholm before returning home.

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NBC-New York, 8/21/59



CREDITS FOR 'LOVE AND MARRIAGE' ON THE NBC-TV NETWORK

TITLE: "Love and Marriage"

STARTING DATE: Monday, Sept. 21, 1959 (NBC-TV Network,  
8-8:30 p.m. NYT).

STARRING: William Demarest and Jeanne Bal

WITH: Kay Armen, Murray Hamilton, Susan Reilly, Jennie  
Lynn and Stubby Kaye

FORMAT: Filmed family comedy series with a Tin Pan  
Alley setting and a strong musical accent.  
The show revolves around a veteran music  
publisher (William Demarest); his married  
daughter (Jeanne Bal); the latter's husband  
(Murray Hamilton); the couple's two little  
girls, and the publisher's secretary (Kay  
Armen)

PREMIERE SHOW: "House of Harris"

PRODUCED BY: Louis F. Edelman Enterprises, Inc., in associa-  
tion with the NBC-TV Network.

EXECUTIVE PRODUCER: Louis F. Edelman

PRODUCER: P. J. Wolfman

DIRECTOR: Bob Sweeney (first 13 shows)

WRITERS: Various (Mel Shavelson wrote "House of Harris").

MUSIC: Scored and conducted by MSI.

SET DECORATOR: Theodore F. Offenbacker

ASSISTANT DIRECTOR: John Banse

COSTUME SUPERVISOR: Grace Kuhn

SPONSOR: Noxzema Chemical Company

AGENCY: Sullivan, Stauffer, Colwell and Bayles, Inc.

NBC PRESS CONTACTS: Doug Duitsman (Hollywood), Al Cammann  
(New York).

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NBC-New York, 8/21/59







# TRADE NEWS

2 COPIES X-H

August 24, 1959

## PROGRAM MANAGERS ADVISORY COMMITTEE FOR NBC RADIO NETWORK AND ITS AFFILIATES TO HOLD FIRST MEETING IN NEW YORK

The newly formed Program Managers Advisory Committee for the NBC Radio Network and its affiliated stations will hold its first meeting on Thursday, Aug. 27, in the NBC Studios in New York, it was announced today by Albert L. Capstaff, Vice President in charge of NBC Radio Programs, who is chairman of the committee.

Established at the last meeting of the NBC Radio Affiliates Executive Committee on July 2, the Program Managers Advisory Committee was created "to foster better understanding of the programming problems of the network and local stations and to serve as a valuable working group for the closest liaison between the network and the stations," Mr. Capstaff said.

"In programming for our network, the NBC Radio management has always been keenly aware that any network must recognize local procedures if it is to operate successfully and in the best interests of its stations," Mr. Capstaff said.

"An example of how this attitude has been expressed is the

(more)



highly successful operation of our 'no waste policy,' which we put into effect in the Fall of 1956."

Under the 'no waste policy,' a station can sell locally any unsold commercial positions during network option time, subject to recapture by the network on two weeks notice.

Station program managers who will attend the all-day meeting are: Herman K. Clark, WBAP, Fort Worth, Tex.; Bill Cornelius, WJBO, Baton Rouge, La.; Franklin D. Coslett, WBRE, Wilkes-Barre, Pa.; Elmo Ellis, WSB, Atlanta, Ga.; Ed Walker, WFLA, Tampa, Fla., and Wilfred W. Woods, WOC, Davenport, Iowa.

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NBC-New York, 8/24/59





NBC TELEVISION NETWORK



NEWS

August 24, 1959

'THE DEPUTY' STARTS ON NBC-TV SATURDAY, SEPT. 12

- - -

Henry Fonda and Allen Case Head Cast of Saga  
of the Arizona Territory of the 1880's

Henry Fonda adds another facet to his acting career when he stars in his first television series, and introduces handsome Allen Case on NBC-TV Network's "The Deputy," which premieres Saturday, Sept. 12 (9-9:30 p.m. NYT).

The weekly series will spotlight the conflict -- and co-operation -- of two men, Chief Marshal Simon Fry (Fonda) and store-keeper Clay McCord (Allen Case), as each, in his own way, fights to bring law and order to Arizona during the 1880's. Also starring will be Wallace Ford as aging Town Marshal Herk Lampson and Betty Lou Keim as Clay McCord's 17-year-old sister, Fran.

Played against the rugged background of desert and mountains of the Arizona Territory, "The Deputy" focuses on the action in the comparatively civilized cow and mining town of Silver City.

As in other communities of the Southwest in that period, a sense of permanency was replacing the need for the shattering gunplay and the "wide open" aspect of the tent cities which preceded them. Pitted in the struggle to establish some sort of order and to secure their position against the lawless elements were men like McCord.

(more)



While anxious to avoid gunplay or violence, they frequently were forced to resort to a quick draw and an accurate sight.

Aiding the cautious methods of these men for maintaining peace, there was another element, represented by Fry. Dedicated to the principles of justice and law, Fry is forced to forego the hard-shooting tactics of early ranchers. Instead, he must adopt principles of conduct and method that are foreign to him.

Chief among Fry's contacts in Silver City are McCord and Herk Lampson, the town's marshal. Clay, who actually is the fastest gun in the territory, so abhors violence that he takes the long way around whenever possible to avoid it. He runs the general store and supports his sister, Fran, his responsibility since their parents' death.

Herk, in his middle fifties, is old for his job. But he walks with pride, thanks to his boss, Fry, who knows he should retire the old lawman but cannot take the action, because it would mean the end of the line for Herk.

A wide gulf of attitudes and outlooks separates Simon and Clay, but a sturdy bridge of mutual admiration and regard binds them together. Clay's dislike for sidearms leads to his refusal even to repair them. But Clay can be moved by his love for peace to use his skill with a gun to oppose those who threaten it. And this, on occasion, is the task of Simon or Herk.

The new series was created by Roland Kibbee and Norman Lear, who was head writer for George Gobel's show last season. Michael Kraike will produce the series with William Frye as executive producer. Some of television's top writers and directors also will be used for the series, which is being filmed by Revue Productions.

The Kellogg Company, through Leo Burnett, Inc., has signed as alternate-week sponsor of "The Deputy" for the 1959-60 season.

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NBC TELEVISION NETWORK



NEWS

August 24, 1959

NEW 'PETER GUNN' SEASON STARTS MONDAY, SEPT. 21

- - -

Craig Stevens Continues in Title Role and Henry Mancini's  
Popular Jazz Score Again Is Integral Part of Action

NBC-TV Network's "Peter Gunn," which set a trend for mystery-adventure series with its original background music last year, begins its second season Monday, Sept. 21 (9-9:30 p.m. NYT).

The popular jazz score, composed and conducted by Henry Mancini, will again play an integral part in the hard-hitting, big-city adventure series now being filmed at the M-G-M studios in Culver City, Calif.

Craig Stevens in the title role gets his first 1959-60 assignment in the episode, "Protection," in which his (Peter Gunn's) now-famous waterfront hangout, "Mother's," is wrecked by hoodlums.

A big-time thug by the name of Clegg (Sheldon Allman) moves into the city and tries to set up a protection racket. Mother, the hard-bitten proprietress that she is, refuses to pay and tips Gunn. But before Gunn can locate the right man, two persons are killed and his favorite hangout is demolished.

"Protection," written by Lewis Reed and Tony Barrett and directed by Boris Sagal -- a combination that clicked on several "Gunn" shows of the first season, also introduces a new Mother in the person

(more)



of Minerva Urecal. Miss Urecal, a veteran character actress, replaces Hope Emerson, who was unable to continue due to conflicting commitments.

The wrecking of "Mother's" will allow producers to completely re-dress the nightspot -- "with more class" says producer Blake Edwards -- for future Fall segments.

Also returning for the Fall series are Lola Albright as Edie Hart, Gunn's singing sweetheart, and Herschel Bernardi as Lt. Jacoby, Gunn's police buddy.

Others cast in "Protection" are Cyril Delevanti, Mickey Morton, Val Avery, Byron Kane, John Frank, Dale Van Sickie and Bill Chadney.

"Peter Gunn" was created by Blake Edwards and is filmed under the Spartan Productions banner. Gordon Oliver returns as executive producer of the series and Edwards as its producer.

Alternating sponsors for the new season are Bristol-Myers Company, through Doherty, Clifford, Steers and Shenfield, Inc., and R. J. Reynolds Tobacco Co., through William Esty Co., Inc.

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NBC-New York, 8/24/59





CREDITS FOR 'PETER GUNN' ON THE NBC-TV NETWORK

TIME: NBC-TV Network, 9-9:30 p.m. NYT. New season starts Sept. 21, 1959.

SERIES BEGAN: Sept. 22, 1958

STARRING: Craig Stevens as Peter Gunn

CO-STARRING: Lola Albright as Edie Hart, Herschel Bernardi as Lt. Jacoby and Minerva Urecal as Mother.

FORMAT: Mystery-adventure series which features Peter Gunn as a big-city trouble-shooter with plenty of charm -- and fortitude to match -- who battles the underworld to keep hoods from pushing decent folks around.

SEASON'S PREMIERE SHOW: "Protection" (Sept. 21).

PRODUCTION BY: Spartan Productions

FILMED AT: M-G-M Studios, Culver City, Calif.

EXECUTIVE PRODUCER: Gordon Oliver

PRODUCER: Blake Edwards

ASSISTANT TO PRODUCER: Byron Kane

DIRECTOR: Boris Sagal

WRITERS: Various (Lewis Reed and Tony Barrett wrote "Protection" (season's premiere.)

CAST OF "PROTECTION": Craig Stevens, Lola Albright, Herschel Bernardi, (Season's Premiere) Minerva Urecal, Cyril Delevanti as Owl, Sheldon Allman as Clegg, Mickey Morton as Giant, Val Avery as Man, Byron Kane as Barney, John Frank as the Proprietor, Dale Van Sickle as the Hood and Bill Channey as Emmett.

(more)



2 - Credits for 'Peter Gunn'

DIRECTOR OF  
PHOTOGRAPHY: Ellis Carter A. S. C.

MUSIC (COMPOSED  
AND CONDUCTED)  
BY: Hank Mancini

ART DIRECTORS: Jack McEdward

ASSISTANT  
DIRECTOR: Terry Nelson

FILM EDITOR: Patrick McCormick

SPONSORS: Bristol-Myers Co. and R. J. Reynolds Tobacco Co.

AGENCIES: Doherty, Clifford, Steers and Shenfield, Inc.  
(for Bristol-Myers) and William Esty Co.,  
(for R. J. Reynolds).

NBC PRESS  
CONTACTS: Doug Duitsman (Hollywood) and Betty Lanigan (New  
York).

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NBC-New York, 8/24/59





# NATIONAL BROADCASTING COMPANY

## special announcement

August 24, 1959

### COMPETITION FOR A NEW PLAY ON RELIGIOUS THEME TO BE HELD BY UNION THEOLOGICAL SEMINARY IN COOPERATION WITH NBC

A competition for a new play on a religious theme is to be held by Union Theological Seminary in cooperation with NBC.

The network will reserve rights to the play's first TV and radio performances, and the Seminary's Program in Religious Drama will reserve rights for the first stage performance.

"Probably our most important, most difficult, and slowest job is the development of new material," says Robert E. Seaver, director of the Program in Religious Drama, which was inaugurated in 1956 under a grant from the Rockefeller Foundation. "It is essential to keep writers aware of this fact. We are interested in hearing from those who do not write for what is commonly thought of as 'the religious market'."

Rules of the competition require that a play must be (1) on a religious theme, (2) not more than one hour long in performance, (3) unpublished, (4) written since Jan. 1, 1959, (5) written in English by an author living in North America, the neighboring islands, or Hawaii.

First prize will be \$250; second, \$100; third \$50.

(more)

# Religion and the State

August 20, 1954

CONSTITUTION WITH A NEW VIEW ON RELIGIOUS FREEDOM AND THE  
THE UNION THEOLOGICAL SEMINARY IN COOPERATION WITH THE

A COMMITTEE FOR A NEW BASIS OF A RELIGIOUS FREEDOM IS TO BE  
IN THE UNION THEOLOGICAL SEMINARY IN COOPERATION WITH THE

The report will discuss the limits of the state's power and  
its performance, and the Seminary's position in religious issues will  
be presented for the first state government.

"Religion was never important, most certainly, and always  
is the same, even if it is different," says Robert E. Gentry.

At the top of the program is a religious theme, which was introduced by  
a report a study of the religious population. "It is estimated  
that within three years of this date, we are anticipated in having two  
million who are not white for whom is necessary thought of as the role  
of the state."

Focus of the commission reports that a group must be (1) an  
active force, (2) not only in the state but in the community,  
organized, (3) with a clear plan of action, (4) active in the state  
and (5) with a clear plan of action.

First place will be given to the state, which will

## 2 - Religious Drama

Judges will be E. Martin Browne, visiting professor of religious drama, Union Theological Seminary, who has staged all of T. S. Eliot's dramas both in London and New York; Henzie Raeburn, actress, who in private life is Mrs. Browne; Tom F. Driver, assistant professor of Christian Theology, Union Theological Seminary; John Farrar, publisher; Donald Oenslager, scenic designer, and Mr. Seaver.

All plays must be received on or before Jan. 1, 1960, by Union Theological Seminary, 3041 Broadway, New York 27, N. Y. They must be typed in accordance with normal standards for submission to a publisher, and accompanied by a stamped, addressed envelope for their return. No correspondence regarding submitted manuscripts will be entertained nor will the judges enter into critical evaluations of the scripts with the playwrights.

-----O-----

NBC-New York, 8/24/59





CARL SANDBURG AND EDWARD STEICHEN--BACK FROM CULTURAL  
MISSION TO SOVIET UNION--ON 'MEET THE PRESS' AUG. 30

Poet Carl Sandburg and photographer Edward Steichen, who will return this week from a month-long cultural mission to the Soviet Union, will be guests on "Meet the Press" Sunday, Aug. 30 (NBC-TV Network, 6-6:30 p.m. EDT; NEC Radio Network, except WRCA, as part of "Monitor," 6:30-7 p.m. EDT. WRCA time, 10:35-11 p.m. EDT).

Sandburg, famed as a historian and a troubador as well as a poet, gave lectures at the American National Exhibition in Moscow. Steichen, who has won world fame as one of the great photographers of all time, supervised the showing of his "Family of Man" photographic exhibit at the American fair.

They will be interviewed by a news panel to be announced shortly. The program, a Public Affairs presentation of NBC News, will be telecast via video tape from New York. Lawrence E. Spivak is producer and permanent panel member of "Meet the Press."

NBC-New York, 8/24/59



C TELEVISION NETWORK



NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

For Week of Aug. 30-Sept. 5 (All Times EDT)

Sunday, Aug. 30

3:30 p.m. - or conclusion of baseball game - to approx. 6 p.m. --

"The Davis Cup Tennis Competition" -- Bud Palmer, Jack Kramer and Bill Talbert are commentators.

7-7:30 p.m. -- "Midwestern Hayride" -- Dean Richards is emcee.

Songs of railroading will be featured tonight.

9-10 p.m. -- "The Chevy Show," starring Janet Blair and John Raitt, with tonight's guests Howard Morris, Pat Carroll and pianist Paul Smith.

Monday through Friday, Aug. 31-Sept. 4

4-4:30 p.m. -- "Truth or Consequences" -- with Bob Barker as emcee.

Monday, Aug. 31

10-10:30 p.m. -- "The Arthur Murray Party" -- guests on tonight's repeat program are Andy Griffith, Alan King, Beatrice Kraft, George DeWitt, Nick Kenny, J. Fred Cootes, Jane Harvey, Richard Hayes and Judy Johnson.

Tuesday, Sept. 1

7:30-8 p.m. -- "Northwest Passage" -- tonight's repeat drama is "The Deserter."

8:30-9 p.m. -- "The Jimmie Rodgers Show" -- Margaret Whiting, Jose Melis and singer Jan Crockett are Jimmie's guests tonight.

(more)





2 - NBC-TV Network Colorcast Schedule

Wednesday, Sept. 2

8:30-9 p.m. -- "The Price Is Right" -- with Bill Cullen as emcee.

9-9:30 p.m. -- "Kraft Music Hall Presents the Dave King Show."

Dave's guests tonight are singer Vicki Stuart and The Lally Twins.

Thursday, Sept. 3

10:30-11 p.m. -- "Masquerade Party" -- with Bert Parks as emcee.

Friday, Sept. 4

8-9 p.m. -- "Ellery Queen" -- starring Lee Philips as Queen.

Tonight's repeat drama is "This Murder Comes to You Live," starring Geraldine Fitzgerald, Ben Hecht, Ray Walston, Georgann Johnson, Robert Emhardt and Buster Crabbe.

Saturday, Sept. 5

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

8-9 p.m. -- "Perry Presents Tony Bennett, Jaye P. Morgan and The Modernaires."

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NBC-New York, 8/21/59

CHICAGO, ILL.

Very respectfully,  
Yours truly,  
[Signature]

CHICAGO, ILL.

Very respectfully,  
Yours truly,  
[Signature]

CHICAGO, ILL.

Very respectfully,  
Yours truly,  
[Signature]

CHICAGO, ILL.

Very respectfully,  
Yours truly,  
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CHICAGO, ILL.

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CHICAGO, ILL.

CHICAGO, ILL.

HUGH DOWNS' "CONCENTRATION" SHOW OBSERVES FIRST  
ANNIVERSARY WITH TWO OLD FRIENDS AT HAND

Two old friends of Hugh Downs will be on hand to help him celebrate the first anniversary of his show, "Concentration," Tuesday, Aug. 25 on the NBC-TV Network (Monday through Friday, 11:30 a.m. EDT).

Cliff Arquette, who as Charley Weaver often shares the spotlight with Downs on "The Jack Paar Show," and Dave Garroway, star of "Today," will match wits in a fast-paced game of "Concentration." Garroway was Downs' fellow announcer at WMAQ in Chicago. They are both communicators on NBC Radio's "Monitor."

"Concentration," a game that tests its players for visual memory and deductive powers, offers prizes which range from a hill of beans and a cold pancake to European vacations and Rolls Royces, is the top-rated game show on daytime television.

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NBC-New York, 8/24/59





NBC TELEVISION NETWORK



NEWS

August 24, 1959

'LOVE AND MARRIAGE,' SITUATION COMEDY WITH TIN PAN ALLEY SETTING,  
STARTS ON NBC TELEVISION NETWORK MONDAY, SEPT. 21, STARRING  
WILLIAM DEMAREST WITH BIG ROSTER OF SUPPORTING TALENT

"Love and Marriage," a new half-hour situation comedy series set against a Tin Pan Alley background and starring the veteran actor, William Demarest, premieres on the NBC Television Network Monday, Sept. 21 (8-8:30 p.m. NYT).

Demarest, in his first television vehicle after 32 years of movie making, stars as a veteran song publisher, William Harris, who has been in the music business all his life and whose love for melody has soured him on the present rock 'n' roll era.

He is supported by an outstanding cast, topped by musical comedy star Stubby Kaye and radio and TV featured singer Kay Armen. Others featured in the series are Jeanne Bal, who portrays Harris' married daughter; Murray Hamilton, Susan Reilly and Jennie Lynn.

In the opening episode, "House of Harris," scripted by Mel Shavelson, Harris' daughter, Jean Baker (Miss Bal), is concerned with her father's health.

Once a picker of hit songs, Harris seems to have lost his touch -- his business is failing and so, apparently, is his health due to high blood pressure induced by advancing age and an uncompromising hatred of rock 'n' roll.

(more)



## 2 - 'Love and Marriage'

Harris' daughter decides to take her father's affairs in hand. She succeeds through trickery in getting Harris out of the music business and persuades him, a widower, to come live in her household only to realize that without his business he is an unhappy individual.

The move makes an old man out of him. When she proceeds to return the business to him, she must restore his confidence. To top it off, through a ruse, she becomes a seemingly unwelcome partner in her father's business.

The scene is thus set for a series of future episodes chronicling their Tin Pan Alley victories and defeats as well as the home life of the three generations represented by the strong-willed, crotchety Harris, daughter Jean, her lawyer husband, Steve Baker (Hamilton), and the young couple's two children -- Susan (Susan Reilly) and Jennie (Jennie Lynn).

Completing the cast for the pilot episode, "House of Harris," are Miss Armen who plays Sophie, Harris' secretary, and Kaye who portrays Harris' song plugger, Stubby Wilson.

The Tin Pan Alley background also permits the integration of special musical elements involving top song hits of today and yesterday, and well-known singers, composers and lyricists who will appear on the show from time to time.

In "House of Harris," such songs as "What Makes the World Go Round," "With a Song in My Heart," "Baby Face" and "September Song" will be heard.

"Love and Marriage," a filmed series, is produced and packaged by Louis F. Edelman Enterprises in association with the NBC-TV Network. P. J. Wolfson is the producer.

(more)





3 - 'Love and Marriage'

Bob Sweeney, longtime comedy headliner, starring in NBC-TV's new "Fibber McGee and Molly" series, directed the initial 13 episodes of "Love and Marriage." Future programs will be directed by various directors, one of whom, Norman Abbott, has signed to direct the next two when the company resumes production Sept. 9.

Shavelson, a veteran radio, TV and screen writer, who was head writer for Bob Hope for many years, has written several of the half-hour programs. Other top comedy writers who are writing for the series include Sid Dorfman, Ray Allen, Larry Marks, Jean Holloway, Frank Gabrielson, Milton Pascal, Leo Solomon and Harvey Orkin.

In showbusiness since boyhood, Demarest has appeared in such motion pictures as "Miracle of Morgan's Creek," "The Perils of Pauline" and "The Mountain." His portrayal of the cello player in "The Jolson Story" gained him an Academy Award nomination. Heretofore, his TV appearances have been limited to guest shots.

"Love and Marriage" is sponsored on alternate weeks by the Noxzema Chemical Company through the Sullivan, Stauffer, Colwell and Bayles, Inc., advertising agency.

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NBC-New York, 8/24/59



THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2 COPIES X-H

August 25, 1959

25 NBC NEWS SPECIALS--MOST IN PEAK NIGHTTIME VIEWING PERIODS--  
TO BE PRESENTED ON NBC-TV NETWORK TO COVER EISENHOWER'S TRIP  
TO EUROPE AND HIS EXCHANGE OF VISITS WITH KHRUSHCHEV

- - -

Extensive Coverage on Regular NBC-TV and NBC Radio  
News Programs Also Announced

Twenty-five NBC News specials, most of them in peak night-time viewing periods and all ranging from a half-hour to two hours in length, will be presented on the NBC-TV Network to cover President Eisenhower's trip to Europe and his history-making exchange of visits with Soviet Premier Nikita S. Khrushchev.

The first of the specials, a background report on the President's European trip, will be telecast on the NBC-TV Network Thursday, Aug. 27 (8:30-9 p.m. EDT). It will initiate a series of five programs on the President's mission to be presented under the title "Journey to Understanding." In addition, two "Chet Huntley Reporting" programs will be devoted entirely to the Eisenhower trip.

The over-all coverage of the Eisenhower tour will consist of two full-hour and five half-hour programs. Specials on the Khrushchev visit will include one two-hour program, five full-hour programs, seven half-hour programs and a special that will cover the full length of the Soviet Premier's speech at the United Nations. Most of the Khrushchev specials will be presented as a series called "The VIP." In addition there will be at least four specials growing out of the Eisenhower trip to Russia.

(more)





William R. McAndrew, Vice President, NBC News, who announced the specials, said that six NBC News correspondents would be brought back to the United States from their foreign posts to preview and cover the Khrushchev visit. They are Joseph Michaels (Moscow), Edwin Newman (Paris), Joseph C. Harsch (London), Irving R. Levine (Rome), John Rich (Berlin) and Cecil Brown (Tokyo).

"Journey to Understanding (I)," to be telecast Thursday, Aug. 27, will cover President Eisenhower's departure from Washington and his arrival in Bonn for meetings with West German Chancellor Konrad Adenauer. The program will include filmed report by NBC News' White House correspondent Ray Scherer, who will accompany the President, and man-in-the-street reaction interviews from Berlin, London and Paris.

In addition to the specials, coverage of the visits will be carried on all regular news programs including the "Texaco Huntley-Brinkley Report" and "Today" on the NBC-TV Network and the "World News Roundup," the "News of the World" and the "News-on-the-Hour" reports on the NBC Radio Network.

The NBC-TV specials on the President's trip to Europe and Khrushchev's visit to the United States are as follows:

Thursday, Aug. 27 (8:30-9 p.m. EDT) -- "Journey to Understanding (I)," covering the beginning of the Eisenhower trip and man-in-the-street reaction in Bonn, Paris and London with Frank McGee as commentator and Chet Hagan producer.

Saturday, Aug. 29 (9:30-10:30 p.m. EDT) -- "Journey to Understanding (II)," covering the President's talks in Bonn and arrival in London, with Frank Bourgholtzer as commentator and Chet Hagan producer.

(more)



Sunday, Aug. 30 (6:30-7 p.m. EDT) -- "Chet Huntley

Reporting" will devote its entire program to the Eisenhower trip, with Chet Huntley as commentator and Reuven Frank producer.

Tuesday, Sept. 1 (9-9:30 p.m. EDT) -- "Journey to

Understanding (III)," covering the President's informal television talk on the BBC with British Prime Minister Harold Macmillan, with Morgan Beatty as commentator and Chet Hagan producer.

Thursday, Sept. 3 (7:30-8 p.m. EDT) -- "Journey to

Understanding (IV)," covering Eisenhower's meetings with French President Charles de Gaulle, with Robert McCormick as commentator and Chet Hagan producer.

Friday, Sept. 4 (8-9 p.m. EDT) -- "Journey to Understanding

(V)," covering the Eisenhower return to Washington and summarizing the significance of the trip, with Frank McGee, Joseph C. Harsch, Edwin Newman, and John Rich as commentators. Chet Hagan is producer.

Sunday, Sept. 6 (6:30-7 p.m. EDT) -- "Chet Huntley

Reporting" will devote its entire program to the Eisenhower trip, with Chet Huntley as commentator and Reuven Frank producer.

Friday, Sept. 11 (8:30-9:30 p.m. EDT) -- "The Last

Quarter," with Ray Scherer, Frank Bourgholtzer, Joseph C. Harsch, Cecil Brown, Joseph Michaels, Edwin Newman, Irving R. Levine and John Rich in a live discussion of the significance of the Khrushchev visit. Chet Hagan is producer.

(more)







4 - NBC News Specials

Sunday, Sept. 13 (8-9 p.m. EDT) -- "East Africa: The Search for Equality," examining the Rhodesias and Nyasaland as a world trouble spot that might be affected by the Eisenhower-Khrushchev exchange. Chet Huntley is commentator and Reuven Frank producer.

Tuesday, Sept. 15 (10-11 a.m. EDT) -- Live coverage of Khrushchev's arrival in Washington, with David Brinkley as commentator and Elmer W. Lower producer.

Tuesday, Sept. 15 (9-9:30 p.m. EDT) -- "The VIP (I)," an account of Khrushchev's activities during his first day in this country, with Frank McGee as commentator and Chet Hagan producer.

Wednesday, Sept. 16 (1-3 p.m. EDT) -- Live coverage of Khrushchev's appearance before the National Press Club, Washington. David Brinkley is commentator and Elmer W. Lower producer.

Thursday, Sept. 17 (7:30-8 p.m. EDT) -- "The VIP (II)," covering Khrushchev in New York, with Martin Agronsky as commentator and Chet Hagan producer.

Friday, Sept. 18 (3 p.m. EDT) -- Live coverage of Khrushchev's address at the United Nations. Frank McGee and Pauline Frederick are commentators. James Kitchell is producer.

Saturday, Sept. 19 (9:30-10:30 p.m. EDT) -- "The VIP (III)," covering Khrushchev's visit to Los Angeles, with Martin Agronsky as commentator and Chet Hagan producer.

(more)



Sunday, Sept. 20 (6:30-7 p.m. EDT) -- "Chet Huntley

Reporting" will devote its entire program to the Khrushchev tour. Chet Huntley is commentator and Reuven Frank producer.

Monday, Sept. 21 (7:30-8 p.m. EDT) -- "The VIP (IV)," cover-

ing Khrushchev's activities in San Francisco, with Frank McGee as commentator and Chet Hagan producer.

Wednesday, Sept. 23 (10:30-11 p.m. EDT) -- "The VIP (V),"

covering Khrushchev's inspection of the Roswell Garst farm at Coon Rapids, Iowa, Frank McGee and Morgan Beatty are commentators. Chet Hagan is producer.

Thursday, Sept. 24 (7:30-8 p.m. EDT) -- Live coverage of a

reception for Khrushchev at the Soviet Embassy in Washington. Ray Scherer and Richard Harkness are commentators. Chet Hagan and Elmer Lower co-produce.

Sunday, Sept. 27 (4-5 p.m. EDT) -- Live coverage of

Khrushchev's news conference in Washington. Elmer W. Lower is producer.

Sunday, Sept. 27 (6:30-7 p.m. EDT) -- "Chet Huntley

Reporting," will be devoted entirely to a summary of the Khrushchev visit.

Dates and times for the four specials on the Eisenhower visit to the Soviet Union will be announced later.

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NBC-New York, 8/25/59







# TRADE NEWS

August 25, 1959

\*-----\*  
| 'SUNDAY SHOWCASE' |  
\*-----\*

## JOHN H. BRECK, INC., SIGNS FOR SPONSORSHIP OF 12 COLORCASTS IN NBC-TV NETWORK'S "SUNDAY SHOWCASE" SERIES

John H. Breck, Inc., has signed for sponsorship of 12 color-cast programs in the new NBC-TV series, "Sunday Showcase," it was announced today by Richard L. Linkroum, Director of Special Program Sales, NBC Television Network.

The Breck order, for eight full hours and four half-hours, calls for a program each month beginning Jan. 3, 1960. The order was made through Reach, McClinton & Company, Inc., advertising agency for Breck.

The "Sunday Showcase" series, which will feature outstanding original television dramas, will premiere Sept. 20 (8-9 p.m. NYT) with "People Kill People Sometimes," a television drama written especially for NBC-TV by S. Lee Pogostin.

The Breck shows will be produced by the NBC Television Network from properties to be announced later. Robert Alan Aurthur is executive producer of "Sunday Showcase."

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## TRADE NEWS

August 25, 1959

### DAVID W. TEBET APPOINTED DIRECTOR, TALENT RELATIONS FOR THE NBC TELEVISION NETWORK

David W. Tebet has been appointed Director, Talent Relations for the NBC Television Network, it was announced today by David Levy, Vice President, NBC Television Programs and Talent.

Mr. Tebet, who has been General Programming Executive, will be in charge of NBC-TV's expanded talent operation for the network's Program Department.

"The appointment of Mr. Tebet," said Mr. Levy, "reflects the broadening of activities in the talent area by NBC-TV as part of our expanding over-all creative program for the future. David Tebet's experience has uniquely qualified him to handle increased responsibilities in the coordination and selection of major performing talent for our network programs."

Mr. Tebet, who joined the NBC Television Network May. 1, 1956, had previously been associated with Max Liebman Productions as public relations representative for six years. Earlier, he was press representative for John C. Wilson Productions; City Playhouses, Inc.; Theatre Guild; Gilbert Miller, and many leading stage and television personalities. He began his career in the entertainment field with the Shubert Theatres.

A native of Philadelphia, Mr. Tebet attended Temple University. He lives in New York City.

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## TRADE NEWS

August 25, 1959

TOTAL OF \$2,000,000 IN NET SALES PLACED WITH NBC RADIO NETWORK

- - -

Orders, Received in One-Month Period, Include Auto-Lite Battery Corp.

Purchase of Quarter Sponsorship of 'News on the Hour' for 39 Weeks

A total of \$2,000,000 in net sales on the NBC Radio Network, including one-quarter sponsorship of "News on the Hour" for 39 weeks by Auto-Lite Battery Corporation, was announced today by William K. McDaniel, Vice President in charge of NBC Radio Network Sales. The new orders were received during a one-month period ending Aug. 19.

The Auto-Lite Battery Corporation order, which becomes effective Aug. 31, was placed through Grant Advertising, Inc.

A 52-week order was placed by Time, Inc., through Young & Rubicam, Inc., for a schedule of participations starting July 28.

Other advertisers and their agencies include:

General Foods Corp. (for Swans Down Flour), through Young & Rubicam, Inc. -- three-week saturation schedule of participations starting Oct. 12.

Philip Morris, Inc., through Leo Burnett Co., Inc. -- half sponsorship of the National Football League's championship game on Dec. 27.

Singer Manufacturing Co., through O. S. Tyson -- quarter sponsorship of the Army-Navy football game Nov. 28.

(more)



2 - Radio Sales

Union Carbide Corp., through J. M. Mathes, Inc. -- a three-week schedule of participations.

Tyrex Inc., through McCann-Erickson Inc. -- a four-week schedule of participations on "News on the Hour."

B. T. Babbitt Inc., through Brown & Butcher -- a four-week schedule of participations on "News on the Hour."

Tipon Corp., through Rothstein, Simmons, Pascoe & Davis Inc. -- a four-week schedule of five-minute segments.

Formica Corp., through Perry Brown, Inc. -- a saturation schedule of participations for two weeks.

Greyhound Corp., through Grey Advertising Agency, Inc. -- a series of one-minute participations starting Sept. 18.

General Motors Corp. (Truck & Coach Division), through McCann-Erickson, Inc. -- a four-week series of participations on "News of the World."

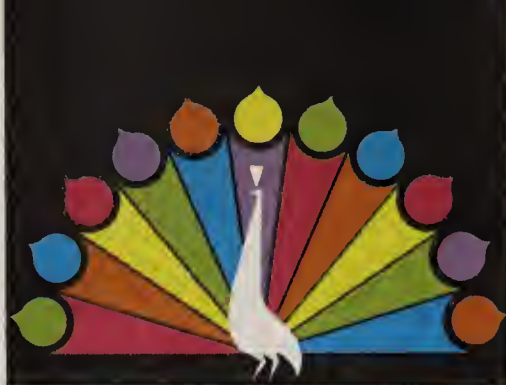
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NBC-New York, 8/25/59





NBC TELEVISION NETWORK



NEWS

August 25, 1959

FULL-HOUR SUNDAY NIGHT 'RIVERBOAT' SERIES STARTS  
ON NBC-TV NETWORK SUNDAY NIGHT, SEPT. 13 WITH  
DARREN MCGAVIN AND BURT REYNOLDS IN TOP ROLES

Clouds of black smoke roll out of tall, twin stacks ... A loud but mournful whistle splits the air ... A thin, shrill whistle follows as a pilot communicates with his boiler-room and a huge paddle-wheel slowly starts to turn ... A captain signals hoisting of anchor and gangplank.

It's riverboat sailing time on the Mississippi -- or the Missouri, or the Ohio -- in the burgeoning, brawling but largely overlooked 1840's of America's adolescence.

Designed to recapture the excitement of this period, to tell the stories of the known and unknown adventurers who made it memorable, is the new full-hour weekly NBC-TV series, "Riverboat" starting Sunday, Sept. 13 (7-8 p.m. NYT). The title "role" of the series is assigned to the Enterprise, a 100-foot-long sternwheeler. The two starring roles are played by veteran actor Darren McGavin (also starring this season on "Mike Hammer") and newcomer Burt Reynolds, who won his "Riverboat" role within six months after he first set foot in Hollywood.

McGavin portrays the Enterprise's owner-captain Grey Holden -- who lives for today, but is nevertheless a man with a past -- prize

(more)



## 2 - 'Riverboat'

fighter, fencing master, rum runner, dock foreman, soldier. A fun-loving romanticist, he won the Enterprise in a poker game. He is determined to make it pay off as a working riverboat, carrying cargo and passengers between any two points on the rivers of America's heartland -- from New Orleans to the frontier of the upper Missouri Valley.

Reynolds plays McGavin's pilot, Ben Frazer, a young man who was born along the river, orphaned along the river and who knows, fears and loves the river.

In addition to the continuing stars, "Riverboat" will present many guest stars, including Anne Baxter, Debra Paget, William Bendix, Ricardo Montalban, Vincent Price, Nancy Gates, Aldo Ray, Barbara Bel Geddes, Louis Hayward, William Bishop, John Kerr, Elizabeth Montgomery, Eddie Albert, Vera Miles and John Ireland.

The series already has tapped the talents of three production teams: one headed by Jules Bricken, who directed such motion pictures as "Ox-Bow Incident," "The Late George Apley" and "Miracle on 34th Street"; another headed by the former "Wagon Train" television production team of Richard Bartlett and Norman Jolley; the third headed by John Larkin, former producer of "M Squad," with Richard Lewis as executive producer. "Riverboat" is a Revue Production. Topping the list of head cameramen is Ray Rennahan, who filmed "Gone With the Wind" among many other notable motion pictures.

Teleplays for the series have been written, to date, by Douglas Heyes, Tom Seller, Halsey Melone, Norman Jolley, Hagar Wilde, Bill Raynor, Robert E. Thompson, Richard N. Morgan and Bob and Wanda Duncan.

(more)





Theme music composer and musical director of the series is Elmer Bernstein, who composed and conducted the music for the motion pictures, "The Man with the Golden Arm" and "The Ten Commandments."

"Riverboat" will be sponsored on alternate weeks by Corn Products Company for its Best Foods Division through the Lennen & Newell, Inc., advertising agency.

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NBC-New York, 8/25/59



COLORCAST



August 25, 1959

'HALLMARK HALL OF FAME' SCHEDULES 'THE TEMPEST'

- - -

Wednesday, Feb. 3, Is NBC-TV Network Colorcast Date for Shakespeare Comedy Co-Starring Maurice Evans, Richard Burton, Roddy McDowall, Tom Poston, Liam Redmond and Lee Remick

The "Hallmark Hall of Fame" production of Shakespeare's "The Tempest" has been scheduled for color-cast on the NBC-TV Network, Wednesday, Feb. 3, 1960 (7:30-9 p.m. EST) it was announced today by producer-director George Schaefer.

The 90-minute TV production of the Bard's comedy, which was placed on color video tape in July, co-stars Maurice Evans, Richard Burton, Roddy McDowall, Tom Poston, Liam Redmond and Lee Remick.

"The Tempest" is the fourth "Hallmark Hall of Fame" production to be placed on the NBC schedule for the 1959-60 season. Others are "Winterset," Oct. 26, "A Doll's House," Nov. 15 and a repeat production of "The Cradle Song," April 10. A special Christmas show will be announced for December, and Schaefer says he hopes to present an original teleplay in May.

(more)





In "The Tempest" Evans will make his sixth appearance in a Shakespeare play on the "Hallmark" series. Burton will play Caliban. McDowall is Ariel, Poston, Trinculo, Redmond, Gonzalo, and Miss Remick, Miranda.

The play was adapted for "Hallmark" by John Edward Friend. The sets and costumes were designed by Rouben Ter-Arutunian. Lehman Engel composed the musical score. Robert Hartung is the associate producer-director.

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NBC-New York, 8/25/59



NATIONAL ARCHIVES GETTING KINESCOPE OF NBC NEWS'  
PROGRAM ON NIXON'S VISIT TO RUSSIA AND POLAND

The National Archives in Washington has requested a film copy of the special NBC News program devoted to Vice President Richard M. Nixon's visit to the Soviet Union and Poland, which was telecast on the NBC-TV Network Sunday, Aug. 9.

NBC News will send the National Archives a kinescope of the program, in which Mr. Nixon gave a running commentary of the film of his visit. With him on the program were NBC News correspondents David Brinkley, Frank McGee and Ray Scherer.

NBC-New York, 8/25/59







August 25, 1959

PROGRAM CHANGE

'THE NAKED TRUTH' IS THE PREMIERE DRAMA  
OF 'STACCATO' SERIES THURSDAY, SEPT. 10

(EDITOR'S NOTE: Premiere episode of the new "Staccato" series will be "The Naked Truth" and not "Murder for Credit," as previously announced. The following story and credits supersedes copy sent earlier.)

"Staccato," half-hour mystery series starring John Cassavetes in the title role, will be the first of NBC-TV Network's new series of the 1959-60 season when it premieres Thursday, Sept. 10 (8:30 to 9 p.m. EDT).

The premiere episode, entitled "The Naked Truth," is the story of a scandal magazine threatening the promising career of a young male vocalist. The magazine blackmails the youth, Freddie Tate (played by Michael Landon), for an exorbitant sum to withhold information about his past. The boy's voice begins to show the strain of his constant fear.

Johnny Staccato (Cassavetes) is a jazz pianist, but he takes private detective cases on the side, and the singer's predicament is typical of the business Staccato is prepared to handle.

(more)



2 - 'Staccato'

Eduardo Ciannelli co-stars as Waldo, proprietor of a jazz hangout in the Village and boss and confidant of Staccato.

Others in the cast of the premiere episode are Chic Chandler as police lieutenant Phil Kovac, Stacy Harris as magazine owner A. J. Templer, Nick Cravat as Templer's henchman and bodyguard Lotsie, Ruta Lee as Dee Dee, Robert H. Harris as Senator Bly, and Barbara Blakeley as the dancer. Devon Jackson is the musical director and Dona Arlin plays the blonde.

Pete Candoli, Barney Kessel, Shelly Manne, Red Mitchell, Red Norvo and Johnny Williams are the musicians in the telecast.

\* \* \*

CREDITS FOR 'STACCATO' ON NBC-TV NETWORK
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TIME:	Thursdays, 8:30-9 p.m. EDT, starting Sept. 10.
STARRING:	John Cassavetes as Johnny Staccato
CO-STARRING:	Eduardo Ciannelli as Waldo
FORMAT:	Mystery series set in New York locales. Jazz pianist Johnny Staccato supplements his salary by taking detective work which involves him in unusual adventures.
PRODUCED BY:	Revue Productions, in association with the NBC-TV Network.
EXECUTIVE PRODUCER:	William Frye
PRODUCER:	Everett Chambers
DIRECTORS:	Various...Joseph Pevney directed "The Naked Truth" (premiere).

(more)





3 - 'Staccato'

WRITERS: Various ... Richard Berg wrote "The Naked Truth" (premiere).

MUSIC BY: Elmer Bernstein

DIRECTOR OF PHOTOGRAPHY: Lionel Lindon, A. S. C.

ART DIRECTOR: John Meehan

EDITORIAL SUPERVISOR: Richard G. Wray, A. C. E.

FILM EDITOR: Edward Haire

MUSICAL SUPERVISION: Stanley Wilson

SOUND: Earl Crain Sr.

ASSISTANT DIRECTOR: Hilton Green

SET DECORATOR: Mac Mulcahy

COSTUME SUPERVISOR: Vincent Dee

SPONSORS: Bristol-Myers Co. and R. J. Reynolds Tobacco Co.

AGENCIES: Young and Rubicam, Inc. for Bristol-Myers Co., and William Esty Co., Inc. for R. J. Reynolds Tobacco Co.

NBC PRESS CONTACTS: Anne Morrissy (New York) and Doug Duitsman (Hollywood).

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NBC-New York, 8/25/59



NBC TELEVISION NETWORK



NEWS

August 25, 1959

'THE MAN AND THE CHALLENGE,' ACTION-ADVENTURE SERIES  
STARRING GEORGE NADER, STARTS IN SATURDAY NIGHT  
TIME-SPOT ON NBC TELEVISION NETWORK SEPT. 12

The intricacies and dangers of an entirely new profession -- new because it was not needed heretofore -- is the subject of NBC-TV Network's new action-adventure series "The Man and the Challenge" which premieres Saturday, Sept. 12 (8:30 p.m. NYT).

George Nader plays the part of former marine Glen Barton, athlete, doctor and scientist, who works as a researcher for the Institute of Human Factors.

His job is to test and then train men for highly specialized jobs of the present and future -- men who will be ready to operate the machines that advanced technology is already designing, and who, under extreme pressures, can handle the controls of a rocket plane, an atomic submarine or the intricate radar network installations in the Arctic wastes. They are men who one day will land on the Moon and various planets, men who can withstand pain, terror, heat, cold, hunger, sleeplessness, isolation, lack of oxygen, weightlessness, vibration and spinning. They must be prepared to live for extended periods of time in such environments as a station in space or in a bathysphere under the sea.

Although he is a doctor, Barton is not referred to as such nor does he practice medicine in the series. He studies the reactions  
(more)





2 - 'The Man and the Challenge'

and emotions of men placed under stress usually after he himself has undergone the rigors of the test. He does it because it must be done and he is better equipped both mentally and physically than others. He is not a superman; he is curious.

"The Man and the Challenge" is a modern action-adventure series told in realistic style using science only as a backdrop.

Ivan Tors, veteran motion picture and TV writer and producer, is producing the series and some of TV's top writers and directors are at work on the series being filmed by ZIV TV Programs in Hollywood.

The R. J. Reynolds Tobacco Co. (through William Esty Co., Inc.) and the Chemstrand Corp. (through Doyle Dane Bernbach, Inc.) are alternate sponsors of "The Man and the Challenge."

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NBC-New York, 8/25/59



HUGH DOWNS OBSERVES FIRST ANNIVERSARY OF 'CONCENTRATION'  
WITH GUESTS CLIFF ARQUETTE AND DAVE GARROWAY ADDING  
TO HILARITY AND AIDING THEIR FAVORITE CHARITIES

Cliff Arquette -- as Charley Weaver -- came through in the crucial moments of the game to defeat Dave Garroway on NBC-TV Network's "Concentration" this morning (Tuesday, Aug. 25). Arquette, frequent guest of "The Jack Paar Show," and Garroway, star of "Today" were on hand to help emcee Hugh Downs celebrate the first anniversary of his Monday-through-Friday daytime show (11:30 a.m. EDT) in hilarious fashion.

Arquette and Garroway battled through the game, both gathering prizes for their favorite charities. It was only after the final portions of the rebus were uncovered that the solution of the word picture was given. Garroway missed on his attempt to identify the saying but Arquette knew the solution -- "Hold on To Your Hats" -- for the victory.

Garroway was awarded a consolation prize of \$100 which he donated to RISE (Research in Schizophrenia Endowment Inc.)

Arquette, whose prizes included a tape recorder, ping pong equipment, a vacation in Mt. Idy Ohio, a library of stereophonic tapes, a clock and a selection of toys, will give the cash equivalent of the items to the City of Hope.

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NBC-New York, 8/25/59







# TRADE NEWS

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August 26, 1959

NBC TELESales PROVIDING MOBILE VIDEO TAPE RECORDING UNIT  
AND ENGINEERING IMPROVEMENTS FOR ADVERTISERS  
AT ITS STUDIO 67-A IN NEW YORK

A mobile video tape recording unit and engineering improvements at NBC Studio 67-A in New York will be made available to advertisers for commercial production by mid-September, it was announced today by James Hergen, Director, NBC Telesales.

The mobile unit, which will consist of a black-and-white tape recorder and a three-camera (black and white) chain, along with improved facilities at Studio 67-A, are further steps by NBC Telesales towards providing the most complete and up-to-date commercial video tape production facilities in the industry, Mr. Hergen said.

The improvements now nearing completion in Studio 67-A include an improved control room that will have a C & D bus on the control panel, increasing special effects for commercial production. The studio will soon add a color camera that will deliver the effect of chroma-key in black and white. Chroma-key is the technique of super-imposing a scene shot by one camera against a background shot by another.

Mr. Hergen said the improvements were made because of the steadily increasing volume of commercials being produced on video tape by NBC Telesales, and pointed out that the over-all result will be a

(more)



reduction in the cost of producing special effects in commercials. The mobile tape unit, he explained, is to meet the growing demand for realism in commercials, making location shooting possible in virtually every type of commercial production.

Additional plans include increased color facilities for both studio and location commercial production, tentatively slated to become available by Spring, 1960, Mr. Hergen said.

The present improvements are the result of suggestions made by several departments of NBC interested in commercial production, including Scenic Design, Graphic Arts, Engineering, Shop and other areas, Mr. Hergen said.

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NBC-New York, 8/26/59







## TRADE NEWS

August 26, 1959

11TH GRAND NATIONAL PILLSBURY BAKE-OFF AWARDS TO BE PRESENTED  
DURING SPECIAL NBC-TV NETWORK TELECAST TUESDAY, SEPT. 22

The 11th Grand National Pillsbury Bake-Off Awards will be presented during a special telecast on the NBC-TV Network from Beverly Hills, Calif., on Tuesday, Sept. 22 (NBC-TV Network, 4:30-5 p.m. EDT), it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Art Linkletter will be emcee of the presentation ceremony, which will be held at the Beverly Hilton Hotel. Sponsored by Pillsbury's Best Flour, the bake-off gets under way each year during June and is climaxed when 100 finalists from throughout the country compete for \$100,000 in prizes in Beverly Hills. The winner is judged by 10 of the country's top food editors and receives a \$25,000 prize.

NBC-TV's John Nelson will produce the telecast. The Pillsbury purchase was placed through Campbell-Mithun, Inc. in Minneapolis, Minn., and Chicago.

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COLORCAST

NBC TELEVISION NETWORK



NEWS

August 26, 1959

JANET BLAIR TO STAR IN 'REXALL TV SPECIAL' COLORCAST  
OF 'THE STRAWBERRY BLONDE' ON NBC SUNDAY, OCT. 18

Janet Blair will play the starring role of Amy in "The Strawberry Blonde," the "Rexall TV Special" for Sunday, Oct. 18 (NBC-TV Network colorcast, 10-11 p.m. EDT).

Amy is the title character's suffragette girlfriend, whom the hero of the story marries when he is unable to win the glamorous girl of his choice.

Biff Grimes, a rambunctious young Irishman, has an eye for Virginia, the strawberry blonde -- as has every young man in town. However, the spoiled Virginia prefers the affluent Hugo Barnstead to Biff, who has no money and no future. When she weds Hugo, Biff settles resignedly for "plain old Amy" Virginia's friend. He takes a correspondence course in dentistry and settles down to an uninspired life.

Back into town come the Barnsteads, richer than ever and the strawberry blonde is more beautiful than ever. Hugo, unfortunately has a toothache -- which puts him right at Biff's mercy. It lies within the dentist's hands to eliminate his rival and have Virginia for himself. Some hilarious events which take place at the crucial moment reveal to Biff that the prize he failed to win was no prize at all -- that Amy was always the pick of them all.

Further casting of major roles in "The Strawberry Blonde" will be completed shortly.





# NBC RADIO NETWORK NEWS

August 26, 1959

27 SPECIAL NBC NEWS PROGRAMS TO BE PRESENTED ON NBC RADIO NETWORK  
TO COVER EISENHOWER TRIP TO EUROPE AND KHRUSHCHEV VISIT TO U.S.A.

The NBC Radio Network will present 27 special NBC News programs, including a nightly roundup and analysis of the days events, to cover President Eisenhower's trip to Europe and Soviet Premier Nikita S. Khrushchev's visit to the United States, it was announced today by Matthew J. Culligan, NBC Executive Vice President in charge of the Radio Network.

A series of specials titled "Eisenhower in Europe" will be presented nightly (NBC Radio Network, 8:05-8:30 p.m. EDT) throughout the President's trip, starting Thursday, Aug. 27, and covering at least nine days. The series will have NBC News correspondent Leon Pearson as commentator in New York and Jerry Jacobs as producer.

The series will draw on the world-wide facilities and staff of NBC News, with on-the-scene reports of Eisenhower's visits in West Germany, Great Britain and France, three-way discussions between correspondents in Bonn, London and Paris, and reaction reports from other capitals around the world.

A second series of specials titled "Khrushchev in America" will also be presented in the 8:05-8:30 p.m. EDT time period. They

(more)



## 2 - NBC Radio Specials

will start on Sept. 15, the day of the Soviet leader's arrival here, and will be broadcast nightly during his stay, which is expected to cover 13 days.

The Khrushchev programs will feature NBC News correspondent Herb Kaplow as commentator and, when originating in Washington, will be produced by Russ Tornabene. They will make use of the large NBC News staff accompanying the Soviet Premier, including David Brinkley, Morgan Beatty, and Moscow correspondent Joseph Michaels.

In addition, the NBC Radio Network will present the following special programs:

Monday, Aug. 31 -- Live coverage of Eisenhower's informal talk with British Prime Minister Harold Macmillan on the BBC, which is expected to start at 2 p.m. EDT and run about 20 minutes.

Wednesday, Sept. 2 -- Live coverage of the President's tour through Paris with French President Charles de Gaulle, which is expected to start at 1 p.m. EDT.

Tuesday, Sept. 15 -- Live coverage of Khrushchev's arrival in Washington, expected to run from 1 to 3 p.m. EDT.

Wednesday, Sept. 16 -- Live coverage of Khrushchev's appearance at the National Press Club in Washington, expected to run from 1 p.m. to 3 p.m. EDT.

Friday, Sept. 18 -- Live coverage of Khrushchev's address at the United Nations, expected to start at about 3 p.m. EDT.

NBC Radio will also provide a heavy schedule of "hot line" reports of late developments to NBC-affiliated radio stations throughout the country.

(more)





3 - NBC Radio Specials

In addition to the special programs and "hot line" reports, late-breaking developments on President Eisenhower's trip and Premier Khrushchev's visit will be featured 17 times daily on NBC's five-minute "News on the Hour" (7 a.m. through 11 p.m. EDT), and Monday-through-Friday on "World News Roundup," (7:30-7:45 a.m. EDT) and Morgan Beatty's "News Of The World" (7:30-8 p.m. EDT).

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NBC-New York, 8/26/59



NBC TELEVISION NETWORK



NEWS

August 26, 1959

NBC NEWS PLANS USE OF TRANS-ATLANTIC WIRE FILM AT LEAST  
ONCE A DAY FOR COVERAGE OF EISENHOWER'S EUROPEAN TRIP

NBC News plans to use trans-Atlantic wire film at least once a day on the NBC-TV Network for fast film coverage of President Eisenhower's trip to Europe.

The first use of the wire film during the President's trip will cover his arrival in Bonn, West Germany. It will be transmitted across the Atlantic by telephone cable for use on the "Texaco Huntley-Brinkley Report" today (Wednesday, Aug. 26, 6:45 p.m. EDT).

The film will be a kinescope recording of a Eurovision telecast from Bonn to be received by the British Broadcasting Corporation in London. The film will be transmitted to Canada by the BBC using its new wire film system which sends film pictures on the trans-Atlantic telephone cable. It will be received by the Canadian Broadcasting Company in Montreal and fed to the NBC-TV Network.

The system will be used at least once a day during the Eisenhower mission to provide same-day coverage for the "Journey to Understanding" specials and regular NBC-TV news programs, including "Today" and the "Texaco Huntley-Brinkley Report."

Wire film of the President's arrival in Bonn, expected to run about one minute, will mark the third time the system has been used for telecast in the United States. The first showing was in a

(more)





special NBC News program on June 18, in which Queen Elizabeth was seen leaving London Airport on her visit to Canada. The second telecast used film of Vice President Richard M. Nixon's arrival in Moscow and was presented on the NBC-TV Network on July 23.

The trans-Atlantic wire film system transmits film over the telephone cable a frame at a time and reassembles it on the other side of the ocean. A half-minute of film can be transmitted in less than 50 minutes, and can be telecast as soon as the film is processed about 20 minutes later.

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NBC-New York, 8/26/59



NBC NEWS INTENSIFYING USE OF FILMED ON-THE-SCENE  
REPORTS FROM ITS KEY CORRESPONDENTS ABROAD

NBC News will intensify its use of filmed spot-news reports and commentaries from its staff of correspondents stationed at key points around the world, starting immediately on all regular television news programs, it was announced today by William R. McAndrew, Vice President, NBC News.

Mr. McAndrew said that intensified use of on-the-scene reports would permit even more comprehensive coverage of the news from all parts of the world. He said that the new policy was made possible by improved film-processing methods and by fast jet air transportation.

The first on-the-scene report under the new policy will be a commentary by Edwin Newman from Paris to be presented on the "Texaco Huntley-Brinkley Report" tonight (Wednesday, Aug. 26, NBC-TV Network, 6:45 p.m. EDT). Other reports will be carried regularly on "Today" and "Chet Huntley Reporting."

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NBC-New York, 8/26/59





NBC TELEVISION NETWORK



NEWS

August 26, 1959

WYOMING TERRITORY OF 1870'S IS ACTION-FILLED SETTING  
FOR FULL-HOUR "LARAMIE" SERIES STARTING ON  
NBC-TV NETWORK TUESDAY, SEPT. 15

The raw and violent Wyoming Territory of the 1870's provides an action-filled setting for the NBC-TV Network's expansive new "Laramie" series, an hour-long Western which premieres Tuesday, Sept. 15 (7:30-8:30 p.m. EDT), starring John Smith, Robert Fuller, Hoagy Carmichael and Bobby Crawford Jr.

Revolving around life on the colorful American frontier, "Laramie" bares the hardship and fights for survival of Wyoming's pioneers as they struggle to put down roots and hold their lands against the flood of riffraff and opportunists who follow the Western movement and prey upon the weak and unsuspecting.

John Smith, outstanding young star of NBC-TV's "Cimarron City," portrays Slim Sherman, a typical frontier cowboy. Lean and accomplished, Slim is determined to carve out a successful way of life for himself and his 15-year-old brother, Andy Sherman, portrayed by Emmy Award-nominee Bobby Crawford.

Scraping out a living from a promising ranch, inherited from their father, and running a relay station of the Overland Stage, Slim and Andy are aided by Hoagy Carmichael as Jonesy, who triples as self-appointed foster parent to the boys, ranch hand and worldly-wise judge of men, horseflesh and Indians.

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As Jonesy, Hoagy also tinkers with a piano which he uses to introduce a number of new songs which he has written especially for the series. Carmichael has also composed the "Laramie" theme music.

Robert Fuller, as Jess Harper, portrays a wild and unpredictable but honest drifter who finds his match in Slim Sherman and gains both admiration and respect from the Sherman boys and Jonesy when all are thrown into situations of danger.

An adventure-bound, free soul, Harper finds himself strangely attracted by the friendship of the three settlers and, although he and the eldest Sherman often differ on interpretation of rights, both find strength and pleasure in teaming up when the chips are down.

A lawless and lush land, the Wyoming Territory attracts saddle tramps and outlaws, schemers and card sharks, escapists and adventurers, bringing an endless stream of drama and excitement to the door of the Sherman ranch and involving the four stars in situations spiced with danger, human comedy and stark drama.

Leading Hollywood and Broadway stars will have important roles in each "Laramie" episode. Guest stars will include Dan Duryea, Everett Sloane, Nanette Fabray, Eddie Albert, Edmond O'Brien and Ernest Borgnine, among others.

Under the over-all supervision of executive producer Richard Lewis, the series is being filmed at Revue Productions. Handling the "Laramie" team of creative production specialists is producer John Champion, the "discoverer" of James Arness, Fess Parker and Chuck Connors.

Liggett & Myers, and Anahist Research Laboratories Division of Warner Lambert Pharmaceutical Company will each sponsor one third of an episode on alternate weeks.

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NBC-New York, 8/26/59





August 26, 1959

HISTORIC NBC MICROPHONE--SYMBOLIC OF GROWING INDUSTRY--  
PRESENTED FOR DISPLAY IN SENATE COMMITTEE HEARING ROOM

An historic NBC microphone, symbolic of the nation's growing broadcasting industry, was presented today by Senator Warren G. Magnuson, chairman of the Senate Interstate and Foreign Commerce Committee.

The microphone will be placed on permanent exhibition in the Senate Committee's hearing room. It was presented to Senator Magnuson by Julian Goodman, Director of NBC News and Public Affairs, on behalf of Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company.

Mr. Sarnoff arranged to have one of RCA's earliest condenser-type microphones presented to the committee in order that broadcasting would be among the industries represented in the display. The cube-shaped microphone was used during thousands of NBC broadcasts by old-time radio personalities including Amos 'n' Andy, Weber and Fields, and Joe White, the Silver-Masked Tenor.

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NBC'S "MEET THE PRESS" AND "AN EVENING WITH FRED ASTAIRE"  
RECEIVE GOLDEN MIKE AWARDS FROM AMERICAN LEGION AUXILIARY

The NBC-TV Network's "Meet the Press" and "An Evening with Fred Astaire" have received "Golden Mike" awards presented by the American Legion Auxiliary at its 39th annual national convention in Minneapolis.

"Meet the Press," also presented on the NBC Radio Network, was named the "outstanding informational program" for the second straight year. The citation pointed out that the program "has consistently produced front-page news breaks, and has won all major broadcasting honors and the highest praise from national leaders of all parties."

"An Evening with Fred Astaire," first telecast Oct. 17, 1958, and presented again last Feb. 11, was judged the "best single show in any division." The hour-long colorcast, marking the first time Astaire had appeared on his own network show, was commended as "the year's most honored television program."

The winning programs were chosen in a poll of the Auxiliary's 1,000,000 members.

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NBC-New York, 8/26/59





NBC 'PROJECT 20' PRODUCTION OF 'MEET MR. LINCOLN' IS ONLY TV PROGRAM  
TO REPRESENT U.S. IN PRIX ITALIA AWARDS AT SORRENTO, ITALY

NBC's "Project 20" production of "Meet Mr. Lincoln" has been chosen as the only TV network program to represent the United States in the Prix Italia Awards, in Sorrento, Italy. An international committee will judge it and TV entries from other countries during the week of Sept. 8-15.

Because that committee will be made up of judges who speak either French or English, the "Project 20" unit has prepared an extra print of the program with French narration. The French translation is by Mrs. Alice Lewitin, the assistant director of the French Broadcasting System, who has held closely to the original script by Richard Hanser. The French narrator is Guy Sorel, an actor well-known in TV and in the Broadway theatre and as a narrator for the Voice of America. The English-language narrator is Alexander Scourby.

The French version of "Meet Mr. Lincoln" was prepared by Donald B. Hyatt, who produced and directed the original.

First telecast Feb. 11, 1959, "Meet Mr. Lincoln" presents a portrait of Abraham Lincoln as his contemporaries saw him. It utilizes a camera animation technique that gives movement and flow to century-old still photographs, prints, woodcuts, lithographs, posters, engravings, drawings, and sketches -- a wealth of authentic Americana never before brought to TV.

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NBC-New York, 8/26/59



COLORCAST SERIES



August 26, 1959

RENO HAILS "BONANZA" AT TWO-DAY "WORLD PREMIERE"  
OF NBC-TV'S FULL-HOUR COLORCAST SERIES

Reno Chamber of Commerce officials today hailed the results of the two-day "world premiere" of NBC-TV's "Bonanza" held in their city last Saturday and Sunday.

An hour-long parade, featuring Lt. Gov. Rex Bell as parade marshal and stars and guest stars of "Bonanza" highlighted the event. A crowd of 3,000 persons jammed the Granada Theatre to see the two-and-one-half-hour show.

A planeload of Los Angeles, San Francisco and San Diego newspaper and magazine writers, plus Yvonne De Carlo, Inger Stevens, Dan Blocker, Michael Landon, Lorne Greene, Pernell Roberts and the show's creative personnel, descended on Reno Saturday. After the parade, there was a drawing for a giant color television set donated by the Radio Corporation of America, sponsor of "Bonanza." Then came the premiere itself, with giant spotlights, newsreel cameras and the other paraphernalia of a gala premiere.

Stars arrived with motorcycle escorts, sirens screaming. Vaughn Monroe, RCA's goodwill ambassador, greeted the performers. A street blocked off for the premiere was jammed with townspeople waiting for admission.

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2 - "Bonanza"

Alan W. Livingston, Vice President in charge of programs for NBC's Pacific Division, introduced "Bonanza" to the audience. During the intermission, he introduced the guest stars and cast, as well as the production people.

The premiere colorcast of "Bonanza" is scheduled on the NBC-TV Network Saturday, Sept. 12 (7:30-8:30 p.m. NYT).

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NBC-New York, 8/26/59



CREDITS FOR 'THE MAN AND THE CHALLENGE' ON THE NBC-TV NETWORK

TIME: NBC-TV Network, Saturdays, 8:30-9 p.m.  
NYT

PREMIERE DATE: Saturday, Sept. 12, 1959

PREMIERE EPISODE: "The Sphere of No Return"

CONTINUING STAR: George Nader as Glenn Barton

FORMAT: Modern action adventure told in  
realistic style about a scientist  
assigned by the government to test,  
study and extend the limits of human  
endurance by working in actual areas  
and situations of extreme danger.  
One or more guest stars each week.

PRODUCER: Ivan Tors

DIRECTORS: Various (Andrew Marton, premiere)

WRITERS: Various (Lee Erwin, premiere)

DIRECTOR OF PHOTOGRAPHY: Robert Hoffman

ART DIRECTOR: Jack T. Collis

AUDIO SUPERVISOR: Al Lincoln

FILM EDITOR: Charles Freeman

ASSISTANT DIRECTOR: Bert Glazer

WARDROBE SUPERVISOR: Walter Hoffman

MAKE-UP SUPERVISOR: John Sylvester

THEME SONG: "The Man and the Challenge" by Warren  
Barker.

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2 - Credits for 'The Man and the Challenge'

PRODUCTION BY:

Ziv Television Programs, Inc.

SPONSORS AND AGENCIES:

The Chemstrand Corporation, through  
Doyle Dane Bernbach, Inc., and the  
R. J. Reynolds Tobacco Co., through  
William Esty Company, on alternate  
weeks.

ORIGINATION:

Hollywood

NBC PRESS REPRESENTATIVES:

Bob Bowen, Hollywood, and Charlie Gregg,  
New York

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NBC-New York, 8/26/59





COLORCAST

2 COPIES X-H



NBC TELEVISION NETWORK

NEWS

August 27, 1959

SIR ALEC GUINNESS WILL STAR IN 'THE CRIME OF JEBAL DEEKS'  
ON A 'STARTIME' COLORCAST OF THE FORD SERIES OF SPECIALS

Sir Alec Guinness, distinguished star of stage and screen, has been signed to star in "The Crime of Jebal Deeks" on "Startime," the Ford series of special colorcasts to be presented on Tuesday nights (9:30-10:30 p.m. NYT) over the NBC-TV Network. A date for the show will be announced.

According to executive producer Hubbell Robinson, Sir Alec's first TV dramatic production in America will be directed by Franklin Schaffner, produced by Fletcher Markle, and will be adapted for TV by John D. Hess from his original Esquire Magazine story, "The Wicked Scheme of Jebal Deeks," which appeared in September, 1952.

"Startime," the series of the biggest special hours ever presented on TV for one sponsor, will be produced by Hubbell Robinson Productions, Inc., and sponsored by the Ford Motor Company through J. Walter Thompson Company.

"The Crime of Jebal Deeks" is described as the story of a mild-mannered bank clerk who devises a Robin Hood-type scheme to defraud his employer by depositing non-existent cash in impoverished accounts. Chaos results and, when only Jebal Deeks can re-balance the books, he is offered the presidency of the bank. Sir Alec Guinness will star in the title role.

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Born in London at the outset of World War I, Sir Alec Guinness made his stage debut in "Libel" at the Old Vic in 1934. He has subsequently starred in more than three score stage productions and motion pictures in England, Scotland, the United States and Canada.

A Commander of the Order of the British Empire, he was knighted by Queen Elizabeth II on Dec. 31, 1958. He won the 1957 Academy Award as best actor of the year for his role in the film, "The Bridge on the River Kwai."

Among his motion picture triumphs are "Great Expectations," "Oliver Twist," "Kind Hearts and Coronets," "The Lavender Hill Mob," "The Man in the White Suit," "Captain's Paradise," "Run for Your Money," "The Mudlark," "To Paris with Love," "The Prisoner," "The Swan," "The Horse's Mouth" and "All At Sea."

His stage credits include "All's Well That Ends Well," "Richard III," "Under the Sycamore Tree," "Hamlet," "The Cocktail Party," "Thunder Rock," "The Brothers Karamazov," "Twelfth Night," "Coriolanus," "St. Joan," "Cyrano de Bergerac," "The Vicious Circle," "Great Expectations," "An Inspector Calls," "King Lear," "The Tempest," "Cousin Muriel" and "Hotel Paradiso."

Schaffner, one of television's most skilled craftsmen, has since 1946 compiled a list of distinguished direction credits including "The March of Time," "Studio One," "Kaiser Aluminum Hour," "Ford Theatre," "Person to Person" and "Playhouse 90." In recent months, he has directed "The Raider" and "Lonely Expectation," both on "Playhouse 90."

Markle, recently named general executive for Hubbell Robinson Productions, Inc., is a native of Canada and a pioneer of TV  
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dramatic productions. After producing "Radio Folio" for the Canadian Broadcasting Company, he came to New York and originated the "Studio One" radio and TV series for CBS. His other production credits include "Columbia Workshop," "Life with Father," "Front Row Center," and "Ford Theatre." His motion picture direction credits are "Jig Saw," "Night Unto Morning" and "The Man on the Clock."

In addition to his Esquire story and other short stories, Hess's TV and radio credits include "Big Town," "Lux Video Theatre," "The Garry Moore Show," "Hotel Cosmopolitan" and pilot films for Talent Associates and the Theatre Guild. He originated and was the writer for seven years of the "Love of Life" series. Hess authored "The Grey-Eyed People," produced on Broadway in 1952, and the following Bucks County Playhouse productions: "The Facts of Love," "The Better Mousetrap" and "A Frenzy of Peace and Quiet."

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NBC--New York, 8/27/59



COLORCAST



August 27, 1959

OLD WEST IS THEME OF ALL-STAR 'BELL TELEPHONE HOUR'

- - -

Friday, Oct. 23, Colorcast to Present Burl Ives, Dolores Gray,  
Art Lund, Patrice Munsel, Brian Sullivan, Janis Paige,  
Johnny Cash and the American Ballet Theatre

The Old West will be the theme and background for the season's second "Bell Telephone Hour" Friday, Oct. 23 (NBC-TV Network colorcast, 8:30-9:30 p.m. EDT). Burl Ives will be both host and ballad singer in an all-star program of music and dance. The other artists will be Dolores Gray and Art Lund, Patrice Munsel and Brian Sullivan, singer-actress Janis Paige and balladeer-guitarist Johnny Cash, and the American Ballet Theatre with John Kriza and Ruth Ann Koesun. Donald Voorhees will conduct the 57-piece Bell Telephone Orchestra.

Miss Gray and Lund, currently appearing in the Broadway musical hit, "Destry Rides Again," will do a scene from the play. Miss Munsel and Sullivan, both on the Metropolitan Opera roster, will sing a duet from Puccini's opera, "Girl of the Golden West," based on the David Belasco play of several decades ago. Miss Paige and Cash will team

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2 - 'Bell Telephone Hour'

up for a series of songs done in a Western music hall setting. Kriza and Miss Koesun with the American Ballet Theatre will dance excerpts from the ballet, "Billy the Kid," to the music of Aaron Copland.

The "Bell Telephone Hour" is presented as part of the series of NBC-TV Friday night specials and is produced for the Bell System by Henry Jaffe Enterprises. Barry Wood is executive producer.

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NBC-New York, 8/27/59



COLORCAST



NBC TELEVISION NETWORK

NEWS

August 27, 1959

\*-----\*  
| 'SUNDAY SHOWCASE' |  
\*-----\*

ART CARNEY WILL BE SOLE PERFORMER IN FULL-HOUR COLORCAST DRAMA,  
"CALL ME BACK," ON NBC'S "SUNDAY SHOWCASE" SUNDAY, MARCH 27

Art Carney will be the sole performer in a full-hour drama,  
"Call Me Back," next season on the NBC-TV Network. The original one-  
act play by Tony Webster will be taped during the first week of  
September in NBC-TV's Brooklyn studios, for colorcasting as part of the  
"Sunday Showcase" series on Sunday, March 27 (8 to 9 p.m. NYT).

"Call Me Back" is the story of an alcoholic, a likable fellow  
named Tom O'Neill, who has lost his wife, his job, his girlfriend and  
the custody of his child. Realizing that he is in straits of his own  
making, O'Neill tries to reestablish some of his ties with a normal  
existence. In a series of phone calls which he makes to his young  
daughter, his former wife, his former employer, a friend -- even to an  
out-of-town friendship club -- his story becomes quite clear. Despite  
the somber nature of the theme, "Call Me Back" is replete with humor.  
Its author Tony Webster, is a former comedy writer for Sid Caesar and  
Phil Silvers as well as the author of the Broadway play "The Greatest  
Man Alive."

Tom Donovan will direct "Call Me Back," which will be pro-  
duced by Talent Associates for the NBC-TV Network.

(more)





"Call Me Back" originally was to have been presented as one of a trio of one-act plays done in 90 minutes under the over-all title "Three by One." Later, it was decided to concentrate solely on the Webster original, rather than to cut it. The original one-act play "Vaudeville," by Larry Gelbart and Shelly Keller, and Anton Chekov's "On the Harmfulness of Tobacco" were dropped from plans for the "Sunday Showcase" presentation. They may be used later on Carney's series of eight programs scheduled on various Friday nights through the 1959-60 season.

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NBC-New York, 8/27/59



NBC TELEVISION NETWORK



NEWS

August 27, 1959

ROBERT CUMMINGS AND HOWARD KEEL WILL HEAD CAST  
OF 'A TOAST TO JEROME KERN' TUESDAY, SEPT. 22

Robert Cummings and Howard Keel will head the cast of "A Toast to Jerome Kern" Tuesday, Sept. 22 (NBC-TV Network, 9-10:30 p.m. EDT). Paul Weston will be musical director of the program which will highlight the famous songs of Kern, who died in 1945 at the age of 60.

Also featured on the show will be Louis Prima and Keely Smith with Sam Buttera and the Witnesses.

Bambi Lynn and a dancer to be announced will dance a duet, and noted vaudeville personality John W. Bubbles, of the former team of Buck and Bubbles, also will be featured in a dance number.

Robert Cummings, who will be program host, made his first successes appearing in shows on Broadway produced by Ziegfeld. Cummings has made over 70 films since his first, "So Red the Rose," opposite Margaret Sullavan. He currently stars on "The Bob Cummings Show" of the NBC-TV Network.

Keel gained Hollywood popularity as star of the film version of "Show Boat," the operetta by Edna Ferber and Jerome Kern.

Additional singers and program details will be announced shortly by producer Robert Wells.

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NBC TELEVISION NETWORK



NEWS

August 27, 1959

'BACHELOR FATHER' BEGINS ITS 1959-60 SEASON  
ON THE NBC-TV NETWORK THURSDAY, SEPT. 17

"Bachelor Father," the popular situation comedy series starring John Forsythe, begins the 1959-60 season on the NBC-TV Network Thursday, Sept. 17 (9-9:30 p.m. NYT).

Appearing regularly with Forsythe, who portrays Hollywood lawyer Bentley Gregg, are Noreen Corcoran as Kelly, Gregg's teenage niece, and Samee Tong as Peter, his houseboy. Singer-comedian Jimmy Boyd will be featured in a number of episodes.

On the opening program, "Peter Meets His Match," the Gregg household is in a chaotic state when Bentley's houseboy, Peter, falls in love with a young lady who works at the local supermarket. Armed with Bentley's advice on wooing and winning the young miss, Peter is confident until he runs into some unexpected competition.

Cast members include Mari Alden as Diane Lane, Jim Hong as cousin Frank and Lisa Lu as Linda Toy.

"Bachelor Father" is produced by Everett Freeman and directed by Sidney Lanfield. The series is filmed at Revue Studios for Bachelor Productions and is sponsored by the American Tobacco Company and Whitehall Laboratories.

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August 27, 1959

HISTORIC NBC MICROPHONE--SYMBOLIC OF GROWING INDUSTRY--  
PRESENTED FOR DISPLAY IN SENATE COMMITTEE HEARING ROOM

An historic NBC microphone, symbolic of the nation's growing broadcasting industry, was presented yesterday to Senator Warren G. Magnuson, Chairman of the Senate Interstate and Foreign Commerce Committee.

The microphone will be placed on permanent exhibition in the Senate Committee's hearing room. It was presented to Senator Magnuson by Julian Goodman, Director of NBC News and Public Affairs, on behalf of Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company.

Mr. Sarnoff arranged to have one of RCA's earliest condenser-type microphones presented to the committee in order that broadcasting would be among the industries represented in the display. The cube-shaped microphone was used during thousands of NBC broadcasts by old-time radio personalities including Amos 'n' Andy, Weber and Fields, and Joe White, the Silver-Masked Tenor.

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(Please substitute for story dated August 26, 1959)







August 27, 1959

DAVID WAYNE TO BE LEADING MAN IN COLORCAST  
OF 'THE STRAWBERRY BLONDE'

David Wayne will co-star as Biff Grimes, the leading man of "The Strawberry Blonde," the Sunday, Oct. 18 "Rexall TV Special" starring Janet Blair. (NBC-TV Network colorcast, 10-11 p.m. EDT).

The role of Grimes is that of the "correspondence school dentist" at the turn of the century, whose failure to win the hand of the town's prettiest girl has convinced him that life offers only "second best" to him. In a comedy climax, Biff learns that all that glitters is not gold--even when it is blonde hair.

Wayne is known both as musical comedy performer and a straight dramatic actor, though his forte has been light comedy on both the legitimate stage and in motion pictures. This past season he starred in the Broadway comedy "Say, Darling." Other major credits include the part of Ensign Pulver in the original company of "Mr. Roberts," and roles in "Finian's Rainbow" and "Teahouse of the August Moon."





NBC TELEVISION NETWORK



NEWS

August 27, 1959

BIG GUEST STAR ROSTER ON 'RIVERBOAT' PREMIERE

- - -

'Payment in Full' Cast Includes Aldo Ray, Barbara Bel Geddes,  
Louis Hayward, William Bishop and Nancy Gates

Guest stars Aldo Ray, Barbara Bel Geddes, Louis Hayward, William Bishop and Nancy Gates join continuing stars Darren McGavin and Burt Reynolds in "Payment in Full," premiere episode of the new "Riverboat" series Sunday, Sept. 13 (NBC-TV Network, 7-8 p.m. NYT).

In his first of the weekly, hour-long adventure dramas, a brawny simpleton betrays his benefactor to a death-dealing posse so that he can lavish the reward money on a woman friend. Douglas Heyes directs from his own teleplay for producer Jules Bricken of Revue Productions.

"Riverboat" is set in the action-packed 1840's. "Payment in Full" unfolds its story around St. Louis, Mo., a key river city of the era.

Ray, as the doltish Hunk Farber, knows where his boss, Monte, (Bishop) has hidden after accidentally killing a senator's ne'er-do-well son in a gambling argument. When a \$1,000 price is put on Monte's head, Hunk fingers him, collects the reward and heads for the Enterprise, the working riverboat owned by Grey Holden (McGavin) and

(more)



2 - 'Riverboat'

piloted by Ben Frazer (Reynolds). Hunk knows that Missy (Miss Bel Geddes), the young woman he has long wanted for his own, has booked passage on the boat with gambler Ash Cowan (Hayward). Another passenger on the Enterprise is Sister Angela (Miss Gates).

The avengers of the senator's son pursue Hunk to the gang-plank, but are thwarted by Holden. But on board, Hunk must face other adversaries.

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NBC-New York, 8/27/59





# NBC RADIO NETWORK NEWS

August 27, 1959

NBC RADIO'S "MONITOR" SENDING SPECIAL SIX-MAN TEAM OF REPORTERS  
TO EVERY AMERICAN TOWN AND CITY TO BE VISITED BY KHRUSHCHEV

- - -

Many Broadcasts Planned on Eisenhower and Khrushchev Trips

The NBC Radio Network's "Monitor" is sending a special six-man team of reporters to every American town and city to be visited by Soviet Premier Nikita S. Khrushchev, it was announced today by Albert L. Capstaff, Vice President of Radio Network Programs.

Immediately before the Soviet leader arrives in each locality, the reporters will move into the town and question citizens and civic leaders on their reactions to his tour. Shortly after his departure, the reporters will again question the people to determine whether their opinions have changed. The findings will be broadcast during a series of special reports, "Monitor Open Line...Khrushchev," which is scheduled four times per hour starting Sept. 15, during the 8:30-10 p.m. EDT segment of "Monitor Summertime." The special reports will also be heard twelve times each weekend on "Monitor."

Another special series, "Monitor Open Line...Eisenhower," will consist of reports to be broadcast each half hour following the NBC Radio Network's presentation of "Eisenhower in Europe," which is scheduled nightly starting today (Thursday, Aug. 27).

(more)



2 - 'Monitor' Eisenhower-Khrushchev Coverage

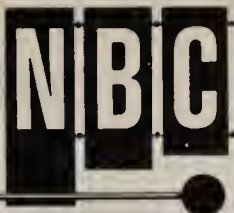
These open-line broadcasts are in addition to the 27 special NBC News programs which will provide live coverage of the principal events in Eisenhower's trip to Europe and Khrushchev's visit to the United States. The President's trip will be covered for at least nine days, starting tonight (8:05-8:30 p.m. EDT) and the Soviet premier's visit will be covered in "Khrushchev In America" (8:05-8:30 p.m. EDT, starting Sept. 15) for at least 13 days.

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NBC-New York, 8/27/59







# TRADE NEWS

2 COPIES X-H

August 28, 1959

NBC TELEVISION NETWORK LAUNCHING FULL-SCALE  
TALENT DISCOVERY AND DEVELOPMENT PROGRAM

The NBC Television Network is launching a full-scale talent discovery and development program under the direction of David Tebet, Director, Talent Relations, it was announced today by David Levy, Vice President, NBC Television Programs and Talent.

The talent search will center around four areas:

- (1) Emcees and hosts for daytime programs.
- (2) Singers, comedians and specialty acts for variety shows.
- (3) Stars and leads for NBC-produced pilot films.
- (4) Dramatic actors for NBC-produced live shows.

To uncover this talent, Mr. Levy said, NBC will hold two auditions a week in New York, starting about Oct. 1 and continuing indefinitely. Preliminary screening will be conducted by Richard Kelly, Manager, Casting, and Edith Hamlin, Assistant Supervisor, Casting.

The most promising talent gleaned from these auditions will then be further screened by Mr. Tebet and his assistant, Lou Ames, who will make final recommendations for auditions before the NBC Program

(more)





## 2 - Talent

Board. A similar operation will take place on the West Coast under the direction of Harold F. Kemp, Director, Nighttime Programs.

Selected talent will be signed to exclusive NBC contracts and made immediately available for performances on network programs.

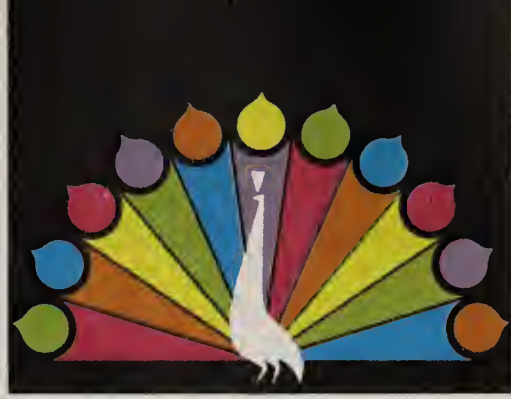
It is also planned to develop a unit of performing talent which would be made available to industrial groups and NBC-TV affiliated stations for special events and promotions. The unit, with its own director, will present a musical-variety show designed to give the performers valuable on-stage experience.

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NBC-New York, 8/28/59



COLORCAST SERIES



August 28, 1959

'STARTIME' COLORCASTS

- - -

Dates and Added Details Announced for First Five  
Tuesday Night Ford Specials on NBC-TV Network;  
Advance Data on Subsequent Shows Also Listed

The Ford Motor Company, in formally announcing its sponsorship of "Startime" -- the NBC-TV Network's Tuesday night (9:30 p.m. NYT) 60-minute and 90-minute series of the biggest colorcast productions ever presented on TV for one sponsor -- today made known dates and added details for the first five "Startime" properties and data on subsequent shows.

Joining Rosalind Russell for the "Startime" premiere on Tuesday, Oct. 6 (9:30-11 p.m. NYT), "The Wonderful World of Entertainment," will be Maurice Chevalier, Kate Smith, Jack Paar, Polly Bergen and Eddie Hodges, among other top stars of showbusiness, according to R. S. McNamara, Ford group vice president.

Other stars who have been acquired by executive producer Hubbell Robinson for additional "Startime" productions, and the signing of whom is made known for the first time in the Ford announcement, include:

(more)





Marian Anderson, world-famed contralto, appearing as one of the stars in the Christmas show on "Startime."

George Gobel, in a role that will be new to TV audiences, co-starring with James Stewart (who will be making his debut in a one-hour television drama) in "Cindy's Fella," a Western adaptation of the Cinderella fairy tale. Dates will be announced for this and the Christmas properties.

Dates, stars and properties for the first five "Startime" presentations are as follows:

Oct. 6 -- "The Wonderful World of Entertainment," revue based on all phases of the entertainment world during the past three decades -- starring Miss Russell, Chevalier, Miss Smith, Paar, Miss Bergen, Hodges and many others to be announced -- staged and choreographed by Bob Fosse, directed by Kirk Browning and produced by Jess Oppenheimer -- with Dore Schary as creative consultant.

Oct. 13 -- "The Jazz Singer," starring Jerry Lewis performing for the first time in a television dramatic book show and portraying the role created by the late Al Jolson in the first "talking" motion picture.

Oct. 20 -- Ingrid Bergman making her long-awaited television dramatic debut in Henry James' "The Turn of the Screw," to be adapted for Miss Bergman by James Costigan and produced by John Frankenheimer.

Oct. 27 -- Art Linkletter introducing "The Secret World of Kids," consisting of interviews with children of stars, gifted prodigies and children from foreign lands.

(more)



Nov. 3 -- Sir Alec Guinness making his American dramatic TV debut in "The Crime of Jebal Deeks," the unusual story of an errant bank clerk, being adapted for television by its author, John D. Hess, and to be directed by Franklin Schaffner.

Other top shows and stars to be seen during the first third of the 39-week "Startime" series include:

Ethel Merman, one of the biggest names in American musical comedy, in a presentation of the bright and gay music of Broadway and motion pictures that she and others have made into popular classics.

"Crime, Inc.," the story of organized crime as it has evolved in the United States.

Tony Curtis, star of motion pictures, making his debut in a one-hour television drama now being selected.

George Burns headlining a group of stars in "A Night at the Palace," described as "a valentine to vaudeville," a timely salute to yesterday's stars of vaudeville and to today's young entertainers who are carrying on the show-business tradition.

Hubbell Robinson Productions, Inc., is the producer of "Startime," and the advertising agency for the Ford Motor Company is the J. Walter Thompson Company.

The Ford Motor Company will present "Startime" under the banner of its Ford Division, its Mercury-Edsel-Lincoln Division and its institutional advertising program.

In addition, the Ford Division will continue its sponsorship on NBC-TV of "The Ford Show," starring Tennessee Ernie Ford, and both the Ford and M-E-L Divisions will co-sponsor "Wagon Train," starring Ward Bond and Robert Horton.

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NBC TELEVISION NETWORK



NEWS

August 28, 1959

TELECAST IN FRAMEWORK OF 'SUNDAY SHOWCASE'

SPECIAL STAR-STUDED TELEVISION PROGRAM SALUTING

ELEANOR ROOSEVELT CANCER RESEARCH INSTITUTE

SET FOR NBC-TV NETWORK SUNDAY, OCT. 25

- - -

Tribute Is Timed for Mrs. Roosevelt's Diamond Jubilee Year

FOR RELEASE MONDAY A.M., Aug. 31

A special star-studded television program saluting the Eleanor Roosevelt Cancer Research Institute, inaugurated in this, her Diamond Jubilee Year, will be telecast by the National Broadcasting Company on Sunday, Oct. 25. The telecast will be presented from 8-9 p.m. EDT within the framework of the network's "Sunday Showcase" series, it was announced today.

The announcement was made jointly by David Levy, Vice President, NBC Television Programs and Talent; Matthew B. Rosenhaus, Chairman of the Board of Governors of the Eleanor Roosevelt Institute for Cancer Research, and by Congressman James Roosevelt (D-Calif.), the Institute's National Development Committee Chairman.

The program which is being sponsored by the Firestone Tire & Rubber Company as a public service will be produced by David Susskind of Talent Associates, Ltd. It will be packaged under the

(more)





direction of Sidney Glazier, National Director of Development and Resources of the Institute, who will be in charge of Coordination and Liaison.

Top stars from Hollywood, Broadway and television will take part in the Diamond Jubilee celebration.

The theme of the one-hour salute will be "World Peace Through World Health." It will feature live and tape appearances by world leaders sending personal messages of affection and esteem to Mrs. Eleanor Roosevelt, and wishing all possible success for the institute carrying her name.

There will be no commercials on the program. Raymond C. Firestone, President of the Firestone company, will appear at the beginning of the program to welcome TV viewers to the Diamond Jubilee party.

At the end of the program, viewers will be given a preview showing of a model of the Eleanor Roosevelt Institute for Cancer Research, which will be constructed on the site of the American Medical Center in Denver, Colo., and which Mrs. Roosevelt hopes will become a vital link in the world-wide chain of cancer research centers to seek a preventive and cure for mankind's most terrible killer.

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NBC-New York, 8/28/59



NBC TELEVISION NETWORK



NEWS

August 28, 1959

EDGAR BERGEN SIGNED AS HOST OF THE SEASON'S  
"REXALL TV SPECIALS" ON NBC

Edgar Bergen has been signed to serve as host for the season's "Rexall TV Specials" on the NBC-TV Network. The assignment begins with the colorcast of "The Strawberry Blonde," starring Janet Blair and David Wayne Sunday, Oct. 18 (10-11 p.m. EDT).

Bergen will introduce the storyline and the guests both as a solo performer, and with the assistance of his various dummies, Charlie McCarthy, Mortimer Snerd and Effie Klinker.

A native of Chicago, Bergen first came to national prominence in 1936 following his first broadcast (with Charlie McCarthy) on "The Rudy Valley Show." Since that time he has continued to delight audiences on radio and television, in nightclubs and in the movies. To the brash Charlie, Bergen has added the slow-witted Mortimer Snerd, and the gay, middle-aged, spinster dummy Effie Klinker.

Married to former Powers model Frances Bergen, Edgar Bergen is the father of a 12-year-old daughter.

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NBC TELEVISION NETWORK



NEWS

# NBC-TV NETWORK COLORCAST SCHEDULE

For Week of Sept. 6-12 (All Times EDT)

## Sunday, Sept. 6

7-7:30 p.m. -- "Midwestern Hayride" - with Dean Richards as emcee.

9-10 p.m. -- "The Chevy Show," starring Janet Blair and John Raitt,  
with guests.

## Monday through Friday, Sept. 7-11

4-4:30 p.m. -- "Truth or Consequences" - with Bob Barker as emcee.

## Monday, Sept. 7

10-10:30 p.m. -- "The Arthur Murray Party" - guests on tonight's  
repeat program are baseball players Bob Cerv, Whitey Ford, Norm  
Siebern and Andy Carey, composer Bob Merrill and singers Merv  
Griffin and Jane Harvey.

## Tuesday, Sept. 8

7:30-8 p.m. -- "Northwest Passage" - tonight's repeat drama is  
"Trial by Fire."

8:30-9 p.m. -- "The Jimmie Rodgers Show" with tonight's guests:  
vocalists Johnny Cash, Cathy Carr and The Playmates.

## Wednesday, Sept. 9

8:30-9 p.m. -- "The Price is Right" with Bill Cullen as emcee.

9-9:30 p.m. -- "Kraft Music Hall Presents the Dave King Show."

(more)



2 - NBC-TV Network Colorcast Schedule

Thursday, Sept. 10

10:30-11 p.m. -- "Masquerade Party" - with Bert Parks as emcee.

Saturday, Sept. 12

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - a new one-hour Western color film series starring Lorne Greene, Pernell Roberts, Dan Blocker, and Michael Landon. (Premiere)

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NBC-New York, 8/28/59



# NBC RADIO NETWORK NEWS

August 28, 1959

## NBC RADIO'S PROGRAM ADVISORY COMMITTEE MEETS WITH NETWORK EXECUTIVES IN N. Y.

NBC Radio's Program Advisory Committee met with network executives yesterday (Thursday, Aug. 27) to discuss means of further integrating the network's program schedule with the operations of affiliates.

With Albert L. Capstaff, Vice President of Radio Network Programs, presiding at the meeting, the committee framed an over-all music policy designed to create a distinctive musical identity for NBC. The new policy will be presented for approval to all the affiliates.

As a result of discussions about operating procedures, revisions were made to give the network additional flexibility to improve service to affiliates.

Committee members were unanimous in agreeing that the meeting represented a further step on the part of the network to keep abreast of the needs of affiliates and to provide the best possible radio network service.

Another meeting of the Program Advisory Committee will be held following the meeting of NBC Radio Affiliates in November.

(more)





2 - Radio Meeting

Committee members who attended yesterday's meeting were: Herman Clark -- WBAP, Fort Worth, Tex.; Bill Cornelius -- WJBO, Baton Rouge, La.; Franklin Coslett -- WBRE, Wilkes-Barre, Pa.; Elmo Ellis -- WSB, Atlanta, Ga.; Ed Walker -- WFLA, Tampa, Fla.; and W. W. Woods -- WHO-WOC, Des Moines-Davenport, Iowa. NBC Radio Network executives present were: Marx Loeb, producer of "Monitor"; Joseph O. Meyers, Director of NBC News; Burroughs (Buck) Prince, managing editor of "Monitor"; Ludwig Simmel, Manager of Sales Service; and Robert Wogan, Manager of Program Operations.

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NBC-New York, 8/28/59



GOVERNOR MICHAEL V. DiSALLE OF OHIO  
ON 'MEET THE PRESS' SUNDAY, SEPT. 6

Michael V. DiSalle, Governor of Ohio and one of the most important leaders of the Democratic party, will be guest on "Meet the Press" Sunday, Sept. 6 (NBC-TV Network, 6-6:30 p.m. EDT; NBC Radio Network, except WRCA, as part of "Monitor," 6:30-7 p.m. EDT. WRCA time, 10:35-11 p.m. EDT).

Governor DiSalle will be interviewed by May Craig of the Portland (Me.) Press Herald, Roscoe Drummond of the New York Herald Tribune, Ernest K. Lindley of Newsweek and Lawrence E. Spivak, producer and permanent panel member of "Meet the Press."

The program, a Public Affairs presentation of NBC News, will be telecast live from Washington, with Ned Brooks as moderator.

NBC NEWS' JAMES ROBINSON ARRIVES IN LAOS

James Robinson, NBC News correspondent stationed in Hong Kong, has arrived in Laos to cover the fighting between government troops and pro-Communist guerrilla forces. Robinson is accompanied by cameraman Eddie Chang.

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NBC-New York, 8/28/59





COLORCASTS



August 28, 1959

CHARLES BICKFORD SIGNED FOR 'WINTERSET' ON 'HALLMARK' SERIES

Veteran character actor Charles Bickford has been signed to portray Judge Gaunt in "Winterset," the opening colorcast of the "Hallmark Hall of Fame," Monday, Oct. 26 (NBC-TV Network, 9:30-11 p.m. NYT). In "Winterset" Bickford will co-star with Don Murray, Piper Laurie and George C. Scott.

By joining the cast of "Winterset," Bickford committed himself to nearly two months of TV activity for "Hallmark." He goes into rehearsal Sept. 10 for "The Cradle Song," which Hallmark will place on video tape Sept. 27 for presentation next Spring. A week later, on Oct. 5, he begins rehearsals for "Winterset."

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ADDED DATA FOR 'CALL ME BACK' COLORCAST OF 'SUNDAY SHOWCASE'

NOTE TO EDITORS: The "Sunday Showcase" production of "Call Me Back," starring Art Carney, Sunday, March 27 (NBC-TV Network colorcast, 9 p.m. NYT) will have Robert Alan Aurthur as its executive producer. The program will be produced by David Susskind and directed by Tom Donovan for NBC-TV.

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CREDITS FOR 'BACHELOR FATHER' ON THE NBC-TV NETWORK

TIME: Thursdays, 9-9:30 p.m. NYT, Fall-Winter  
series starts Sept. 17

ORIGINAL STARTING DATE: September, 1957 (CBS-TV)  
June 18, 1958 (moved to NBC-TV)

STAR: John Forsythe

CAST: Noreen Corcoran, Sammee Tong and  
Jimmy Boyd

ADDITIONAL CAST: (for "Peter Meets His Match," season's  
premiere show Sept. 17): Mari Alden as  
Diane Lane, Jim Hong as Cousin Frank,  
Lisa Lu as Linda Toy

PRODUCER: Everett Freeman

DIRECTOR: Sidney Lanfield

WRITERS: Si Rose and Seaman Jacobs

MUSIC BY: Johnny Williams

DIRECTOR OF PHOTOGRAPHY: William A. Sickner, A.S.C.

ART DIRECTOR: George Patrick

SPONSORS AND AGENCIES: American Tobacco Company (Dual Filter  
Tareyton cigarettes), through Lawrence  
C. Gumbinner Advertising Agency, Inc.,  
and Whitehall Laboratories, through  
Ted Bates & Company, Inc.

ORIGINATION: A Bachelor Production filmed at Revue  
Productions, Universal City, Calif.

NBC PRESS CONTACT: Kay Mulvihill, Hollywood.

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NBC-New York, 8/28/59



CHILDREN'S THEATRE CONFERENCE VIEWS KINESCOPE  
OF "MAGIC WITH MARY MARTIN"

Special permission has been granted the Children's Theatre Conference, a division of the American Educational Theatre Association, Inc., to show a kinescope of "Magic with Mary Martin" (presented on the NBC-TV Network, Easter Sunday, March 29, 1959) at their annual conference this week (Aug. 27-29) in Michigan City, Ind.

The Mary Martin matinee colorcast, designed especially for children, was selected by the conference for qualities including a "sincere approach to, and cognizance of the high level of children's intellect, creative imagination, age level interests and implied motivations in characterizations and script."

The Children's Theatre Conference has a membership of 1,600 teachers, directors, recreation workers, volunteers, writers and publishers.

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NBC-New York, 8/28/59





# NATIONAL BROADCASTING COMPANY

2 COPIES X-H

special announcement

August 31, 1959

KHRUSHCHEV TO MAKE ONE-HOUR TALK ON NBC-TV AND RADIO NETWORKS  
SUNDAY, SEPT. 27 AT CONCLUSION OF VISIT TO U.S.

Soviet Premier Nikita S. Khrushchev will make a one-hour talk on the NBC Television and Radio Networks at 6-7 p.m. EDT Sunday, Sept. 27, at the conclusion of his visit to the United States, it was announced today by William R. McAndrew, Vice President, News.

Mr. Khrushchev's remarks, presented exclusively by NBC, will be translated a few sentences at a time. His talk will originate in the NBC Studios in Washington, D. C., according to present plans.

The Khrushchev address brings to 26 the number of special programs scheduled by NBC News to cover the exchange of visits by Mr. Khrushchev and President Eisenhower and the President's current trip to Europe.

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4-8 23/102

CONCERNING THE MATTER OF THE DEATH OF THE LATE  
JACK FRANK, DECEASED, AT THE AGE OF 42.

THE DECEASED WAS BORN ON 10th JANUARY 1902 AT  
10, ST. MARK'S ROAD, LONDON, N.1. HE WAS  
EDUCATED AT THE LONDON SCHOOL OF ECONOMICS  
AND POLITICAL SCIENCE, AND WAS A MEMBER  
OF THE LONDON SCHOOL OF ECONOMICS.

HE WAS EMPLOYED AS A RESEARCHER IN THE  
DEPARTMENT OF ECONOMICS, LONDON SCHOOL OF  
ECONOMICS AND POLITICAL SCIENCE, AND WAS  
A MEMBER OF THE LONDON SCHOOL OF ECONOMICS.

HE WAS EMPLOYED AS A RESEARCHER IN THE  
DEPARTMENT OF ECONOMICS, LONDON SCHOOL OF  
ECONOMICS AND POLITICAL SCIENCE, AND WAS  
A MEMBER OF THE LONDON SCHOOL OF ECONOMICS.

NBC TELEVISION NETWORK



NEWS

August 31, 1959

Attention, Sports Editors

11 FOOTBALL COLORCASTS

NBC TO COLORCAST ARMY-NAVY GAME AND SIX OTHER COLLEGE  
FOOTBALL CONTESTS ON NCAA SCHEDULE, AND FOUR  
TOP POST-SEASON GRID ATTRACTIONS

Seven college football games, including Army vs. Navy and Louisiana State vs. Rice, and four post-season grid attractions will be presented in color as well as black and white during the 1959 season by the NBC Television Network, NBC Sports Director Tom S. Gallery announced today.

The seven college games to be colorcast are part of the 10-date schedule approved by the National Collegiate Athletic Association. NBC-TV is carrying the national "Game of the Week" telecasts for the fifth consecutive season and eighth time in nine years.

The Army-Navy meeting, 60th in the rivalry between the two service academies, will be colorcast Saturday, Nov. 28, from Philadelphia's Municipal Stadium. The "Game of the Week" opener, pitting last year's national champion Louisiana State against Rice, will be colorcast Saturday, Sept. 19.

The other college games which the NBC color cameras will cover include (all Saturdays): Michigan State-Notre Dame Oct. 17,

(more)





## 2 - Color Football

Big Ten contests, to be selected as the conference race progresses, on Oct. 24 and Nov. 21; Boston College-Pittsburgh to be seen in the Eastern part of the country Nov. 7 and UCLA-Syracuse Dec. 5.

The 26th annual Sugar Bowl classic tops the post-season contests in color. Others are the Blue-Gray, Senior Bowl and Pro Bowl games.

Mr. Gallery said another football game might be added to the color schedule. NBC also will colorcast the entire World Series unless some of the games originate from the one contender's park where color origination is not possible.

NBC-TV's 1959 football program includes collegiate games on nine Saturdays and Thanksgiving Day, and eight post-season contests. The 11 colorcasts are:

Saturday, Sept. 19 -- Louisiana State vs. Rice at Baton Rouge, La.

Saturday, Oct. 17 -- Michigan State vs. Notre Dame at East Lansing, Mich.

Saturday, Oct. 24 -- Big Ten game (to be selected).

Saturday, Nov. 7 -- Boston College vs. Pittsburgh at Boston (in East).

Saturday, Nov. 21 -- Big Ten game (to be selected).

Saturday, Nov. 28 -- Army vs. Navy at Philadelphia.

Saturday, Dec. 5 -- UCLA vs. Syracuse at Los Angeles.

Saturday, Dec. 26 -- 22nd annual Blue-Gray Game at Montgomery, Ala.

Friday, Jan. 1 -- 26th annual Sugar Bowl Game at New Orleans.

Saturday, Jan. 9 -- 11th annual Senior Bowl Game at Mobile, Ala.

Sunday, Jan. 17 -- 10th annual Pro Bowl Game at Los Angeles.

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NBC-New York, 8/31/59



NBC TELEVISION NETWORK



NEWS

August 31, 1959

NEW MONDAY-THROUGH-FRIDAY DRAMA SERIES STARTS SEPT. 28

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'House on High Street' to Offer Dramas Based on Domestic Relations  
Court Files with John Collier as Star, Notable  
Cast and Real-Life Specialists

"House on High Street," a new drama series based on actual cases from the files of Domestic Relations Courts across the country, will join the NBC-TV Network's daytime schedule Sept. 28, it was announced today by Carl Lindemann Jr., Vice President, Daytime Programs, for the NBC-TV Network.

The series will be scheduled in the 4-4:30 p.m. EDT Monday-through-Friday time period, replacing "Truth or Consequences."

Television, stage and screen actor Philip Abbott will star in the series as John Collier, a court probation officer assigned to investigate the cases. These investigations will form the framework within which the dramas of "people in crisis" will be enacted. Abbott will be joined by a roster of distinguished performers as well as by real-life specialists -- judges and psychiatrists -- whose daily work brings them in contact with Domestic Relations Court activities.

(more)





All the stories will be true. Their treatment, however, will be unique in that the length of the stories will vary. Each will be allotted the time needed for thorough, effective presentation. Thus, while one case may be told in only two days, another may take four telecasts for fullest development.

To heighten the realism of the series, the court scenes and psychiatric examinations will be spontaneous, with the judge and court psychiatrist interviewing the people involved as they would in real life. Also, the final decision in each case will not be known in advance but will be given by the presiding judge, based on the facts presented.

"House on High Street" is a Dorelco Production in association with NBC. Roger Gimbel will be the executive producer. The producer will be John Haggott, who has produced the "U. S. Steel Hour" on television and had been a producer for Columbia Pictures and the Theatre Guild.

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NBC-New York, 8/31/59





REPORT ON 'DISTURBED' AFRICA--PHOTOGRAPHED WITH DR. EMORY ROSS  
ON 5-MONTH JOURNEY--TO BE TELECAST ON 'FRONTIERS OF FAITH'

A portrait of a "disturbed" Africa photographed on location with Dr. Emory Ross, noted authority on the continent, during his recent five-month, 25,000-mile, 21-country journey there, will be presented by "Frontiers of Faith" on the NBC-TV Network Sunday, Sept. 6 (5:30-6 p.m. EDT).

Narrators of this "Report on Africa" will be Dr. Ross, who as a young man spent 23 years as a missionary there, and Charles Van Doren, regular reporter on the network's "Today."

An NBC Public Affairs presentation produced in co-operation with the National Council of Churches, this will be the first of two shows on Africa on the network in September. (An NBC News special, "East Africa: The Search for Equality," will be telecast the following Sunday, Sept. 13, 8-9 p.m. EDT, with Chet Huntley as commentator. A second full-hour NBC News special on Africa will be telecast this Fall.)

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